

APEDA'S participation in Africa's Big Seven (SAITEX), Johannesburg,
South Africa 21st to 23rd June, 2015

Dear Exporter,

Africa's Big Seven, Saitex trade fair is the event considered to be one of the largest and exclusive fairs in the Africa region and is very popular among the importers and exporters of Agro products around the world. Considering the fast emerging market of Africa region, APEDA regularly participates in this event. We are organized specific promotion for Processed Food Products and Basmati Rice during our participation in the last few years in the aforesaid event.

Considering the potential of the event, this year also APEDA is considering to participate in the forthcoming event scheduled to be held at **Gallagher Convention Centre, Midrand, Johannesburg, South Africa from 21st to 23rd June, 2015**. It is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, livestock products and basmati/non basmati rice.

APEDA has taken 100 Sq. Mtr. Space for organizing its participation in this event and wish to accommodate up to **5-8 exporters only**, due to space constraint. The request for participation in the event would be entertained strictly on **first cum first serve basis** and on the basis of likely potential of the product in that market. The area can be booked in multiples of 9 Sq. mtrs. The furnished stalls will be allocated on subsidized amount which will be informed later.

The interested exporters are requested to send their confirmation for participation latest by **29th May 2015** positively along with the details of the products to be displayed to **Dr. C B Singh, AGM, APEDA Kolkata** cbsingh@apeda.gov.in and kamalkant@apeda.gov.in

Yours sincerely

DR. C B Singh

AGM, APEDA