

Dear Sir,

Sub.: APEDA's participation in Africa's Big Seven, Johannesburg, South Africa 15-17 July 2012

South Africa is considered to be the gateway to African trade and a rewarding platform for companies and trade organizations from all over the world to penetrate this rapidly expanding market. Africa's Big Seven is one of the premier trade shows in the African region.

In view of the significance of the event, APEDA has been regularly participating in this trade show on previous occasions. This year the event will be held at Gallagher Convention Centre, Midrand, Johannesburg, South Africa from 15-17 July 2012. India has been given the status of Partner Nation in the show this time.

Considering the importance of African market for Indian food products, APEDA had decided to participate in Africa's Big Seven 2012. APEDA proposes to take a fully constructed and furnished stand of 54 sqm. and the participants will be accommodated on first come first served basis. We invite you to join this event along with APEDA. While APEDA will bear the cost of fully constructed and furnished stand in addition to the dispatch and clearance of samples, expenses for the visit will have to be borne by the participants themselves. APEDA will also assist in getting visa invitation for the participants subject to their timely submission of prescribed documents.

It is proposed to promote Indian food products through free sampling to visitors. In case you have any counterpart in South Africa, we will prefer if he can deliver the material at APEDA's stand and be personally present along with the products. All possible help will be extended to your counterpart.

In view of the limited available space, you are requested to please send us your confirmation along with a brief profile of your organization and the products to be displayed as soon as possible. Your samples along with publicity material may reach the undersigned by 22nd June 2012, so that their timely packing and dispatch is ensured.

APEDA will be represented by the undersigned and Mr. Bidyut Baruah, AGM, Guwahati. Please feel free to contact me at tel no. 011-26850877 (D), Mobile: 9811299352, fax no. 011-26516259/26526187 or email: dgmpna@apeda.gov.in. Contact details of Mr. Baruah are: tel

no. 0361-2340485, Mobile: 09864028908, fax no. 0361-2595014 and
Email-apedagwh@apeda.gov.in.

It may please be noted that approval of the Government of India for APEDA to participate in this event is still awaited and this communication is being sent to you in anticipation of the approval from the Government.

With regards,

Yours sincerely,

S S Nayyar
Dy. General Manager