



कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products
Export Development Authority**
(Ministry of Commerce & Industry, Govt. of India)

File No.: TFD-2022-23-000152

Dated: 1st March, 2023

APEDA's Participation in Big Seven, Johannesburg, South Africa from 18th to 20th June, 2023.

Dear Exporter,

Africa Big 7 brings together the best in the food and beverage business to identify growth opportunities and to close deals. It allows you to connect directly with the buyers from across the African Continents. Buyers attend to source products, develop new partnerships and conclude export and import deals. It is a must attend event for all professionals involved in the food and beverage Industry.

The major products exported to South Africa are basmati and Non Basmati rice, dried and preserved Vegetables, cereal Preparations, misc. preparations, other processed fruits and vegetable, Mango pulp, Pickle, Chutney, Jiggery and confectionery, guar gum, alcoholic beverages, wheat, other coarse grain, Fresh Mangoes, Fresh Grapes, Fresh Onion, other fresh Vegetable, Dried Nuts (walnut) HPS Groundnut, floriculture etc.

Considering the importance of the event, APEDA is organizing its participation with the leading exporters of APEDA for promotion of Agricultural and Processed Food Products. Moreover, year 2023 is declared as International Year of Millets, therefore, for promotion of Millets and value added products of millets, APEDA has planned to participate in Big Seven, Johannesburg for improving the supply chains of nutria-cereals as half of millets are exported in international market under category of millet products. The importance of this event lies in the fact that it is being conducted in South Africa which is good market for millets and millet based products therefore offers great opportunity to India for showcasing its quality of millet and millet based products to the developed economics of the world and thereby catering the needs of the unexplored market.

APEDA has taken 200 sq. mtrs. space for design development of India pavilion for export promotion of various food products. The India pavilion would have 17 stalls of 9 sq. mtr. each. APEDA invites application from the registered member exporters for participation in the Big Seven, Johannesburg, South Africa. The cost of each furnished stall of 9 sq. mtr. is Rs. 1,76,500/-. The request for participation in the event would be entertained strictly on first cum first serve basis.



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APEDA requests its registered member exporters to send their application in the prescribed format (enclosed) along with the payment for participation. The request for participation in the event would be considered up to 27th March, 2023.

The request for participation in the prescribed application form along with proof of payment made for participation contribution may be sent through email to Ms Roseleen David, Asstt. General Manager, APEDA at roselin@apeda.gov.in (9873098364) and Mr. Lokesh Gautam, Asstt. Manager, APEDA at Lokesh@apeda.gov.in (9958304195) . In case of any further clarification, may please contact the above officials.

Thanking you,

Yours faithfully,

Roseleen David
01.03.2023

Roseleen David
Asstt. General Manager



ONE EARTH • ONE FAMILY • ONE FUTURE

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**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORTS DEVELOPMENT AUTHORITY (APEDA)**

APEDA, 3RD floor, NCUI Building 3, Siri Institutional Area, August Kranti Marg,
(Opp. Asiad Village), New Delhi 110016, Phone-011-26513204/26513219/2651

APPLICATION FORM FOR PARTICIPATION

Name of Fair/Exhibition	Big Seven, Johannesburg, South Africa, 2023
Date of Fair/Exhibition	18 th – 20th June 2023
APEDA Registration (RCMC) Number	
Name of Company	
Full Address :	
City :	
State:	
Tel :	
E-mail:	
Mobile no. :	
Website (if any) :	
Name of Designation of Key Executive with mobile no. :	
Type of Exporter:	
Manufacturer/Merchant	
Product Category	
Product Description	
Export Turnover of Company in the year 2021-22	in Rs.

Organization's Activities

PAYMENT DETAILS

Payment may be send through online mode at the following Bank account in Indian Rupees.

1. Name of the Bank : State Bank of India
2. Bank Account No. : 57022180304
3. IFSC Code : SBIN0007407
4. Amount in Rs. : 1,76,500/-

The filled Application Form along with payment details may be sent to APEDA, New Delhi up to 5:00 pm on 27.3.2023.

Mobile _____ email _____

Date: ____/____/____ Applicant's signature and stamp: _____