

File No. K-22022/4/2019-EOU
Ministry of Commerce & Industry
Department of Commerce
EOU Section

Udyog Bhawan, New Delhi
Dated: 18th Jan, 2019

To

The Development Commissioner,
SEEPZ, MEPZ, FSEZ, VSEZ, CSEZ, KASEZ, ISEZ, NSEZ

Sub: Africa Big Seven (AB 7)/SAITEX, Johannesburg (South Africa) June 23-25.


Sir/Madam,

I am directed to forward herewith India Trade Promotion Organisation (ITPO) letter No. EXH: Saitex-Big 7/SA/ITPO, ROC/2019 dated 03.01.2019 on the above mentioned subject with a request to disseminate the details of the events among the units under your jurisdiction.

Encl: As above.



Yours faithfully,


(Aditya Narayan)

Under Secretary to the Government of India
Tel: 23062496
E-mail: aditya.n@nic.in

Acc (MVR)
Acc (EOUs)

Q
21/1

27/1
JA. RM

0010102

238490/2019/O/s Addl. Secretary (BBS)-DoC

Fax : 91-44-28554740

E-mail : itpochn@md4.vsnl.net.in

राजा अण्णामलै भवन, दूसरी मंज़िल, 72, रुक्मणी लक्ष्मीपती मार्ग,
ऐग्मोर, चेन्नै - 600 008, भारत

Raja Annamalai Building, IInd Floor, 72, Rukmani Lakshmi Pathi Road,
Egmore, Chennai - 600 008, India.

संदर्भ

Reference

EXH: Saitex-Big 7/SA/ITPO,ROC/2019

इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन

भारत सरकार का उद्यम



India Trade Promotion Organisation
(A Government of India Enterprise)

चेन्नै क्षेत्रीय कार्यालय
Chennai Regional Office

दिनांक

Date

3rd January 2019

To

Shri Bidyut Behari Swain, I.A.S.,
Additional Secretary,
Ministry of Commerce & Industry,
Department of Commerce – Export Oriented Units (EOU),
Government of India,
Room No.35, Udyog Bhawan,
New Delhi – 110 001.

Handwritten signature and initials: (M.) / DS (KSD) -

Subject: Africa Big Seven (AB 7)/SAITEX, Johannesburg (South Africa) June 23-25, 2019

Sir,

We are pleased to inform that India Trade Promotion Organisation (ITPO), a Govt. of India Enterprise will be organising India's participation in 25th edition of SAITEX & 13th edition of Africa Big Seven (AB7) to be held from June 23-25, 2019 at Gallagher Convention Centre, Midrand, Johannesburg, South Africa.

A combo of Africa Big seven & SAITEX is one of the biggest business opportunity events of the continent. It offers a horizon to meet new business partners, find new market, enhance market & sales share & cultivate new business opportunities. African retail represents huge opportunity for international suppliers as it provides the most important meeting place for international product suppliers and buyers sourcing products. The event attracts visitors from more than 32 countries who attend to source the latest products, meet new partners and conclude export and import deals. Africa's Big 7 is the continent's premier annual meeting place for the food and drink industry.

AB7 is the continents premier annual meeting place for the Food and Drink industry where diverse and booming market come to source new ingredients, finished products, processing and packaging. It showcases over 300 companies from over 25 countries and visited by over 20,000 trade visitors. AB7 is co-located with the hotel show, which introduced for the first time in 2017. Suppliers to the Africa F&B industry use Africa Big7 as a launch pad for new product to sell and promote to key design makers and buyers and to build relationships and structure import and export deals. The exhibition spans the entire sector and presents an incredible variety of products and services including alcoholic drinks, health/energy drinks, tea, coffee, baker products, bulk commodity ingredients, canned & dried foods, cereals, fish, seafood, frozen and chilled foods, fruit & vegetables, meat & poultry, milk & dairy products, sweets & snacks, IT Software Solutions, Kitchen Equipment, Packaging Machinery & Material, Transport & Logistics, Cold Chain, Retail Technology, Refrigeration etc.

SAITEX is remarkable for the incredible range of different products that are exhibited and introduced through distributors into the African market. It is the only multi sectoral event of its kind in African continent. It is the key annual products sourcing opportunity of the entire continent retail industry. It focuses on consumer electronics, home appliances, toys, gadgets, homewares, household, lighting, fashion, jewellery & accessories, giftware, tourism, garden & horticulture, outdoor furniture & furnishing, DIY & home improvement, medical, beauty, fragrance, building supplies, hardware, tooling, auto & machinery, office, retail & in store solutions, brands etc. goods, Houseware, Kitchenware, Textile and apparel, Jewellery, Footwear & leather products, carpets, DIY

CIN: U74899DL1976NPL008453

पंजीकृत कार्यालय : इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन प्रगति मैदान, नई दिल्ली - 110 001.

Regd. Office : India Trade Promotion Organisation, Pragati Maidan, New Delhi - 110 001.