



**FACT SHEET**

| Name   |   <p align="center">and</p>  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
|--|---|------------|------------|---------|---------|---------------------------------|----------|----------|----------|-----------------------------------|----------|----------|----------|------------------|------------|------------|------------|
|  | SAITEX 2014 and Africa's Big Seven, Johannesburg (South Africa)   |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Date   | 22-24 June, 2014 (Sunday, Monday and Tuesday)   |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Venue  | Gallagher Convention Centre, Midrand, Johannesburg, South Africa  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Products for display   | <p><b><u>Important categories:</u></b> Catering and food service equipment; Food manufacturing and processing equipment; Food packaging equipment and materials. Bakery equipment, ingredients; Light industrial products and hand tools; Electronic and consumer goods</p> <p><b><u>Other industries:</u></b> Electronics/Electrical products, Innovative products, Handicrafts, House-ware &amp; Homewares, Carpets, Rugs &amp; Flooring, Healthcare products, Foodstuff, Beverages, Textiles, Fashion Fabrics, Accessories and Leather Goods, Building &amp; Construction Machinery-Light, Tools, Hardware &amp; Building Supplies, DIY products, Generators, Compressors &amp; Air tools and Parts &amp; Accessories of Motor Vehicles.</p> |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Rental/Package   | The rentals of the fair is being charged @ Rs.12,000/- per sq. mtr. tentatively [Without shipment facility]. The minimum bookable space is 9 sq. mtr. Package of services will include fully constructed booth including wall-to-wall carpeting, adequate lighting, furniture & general publicity support.  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Currency & Exchange rate   | The South African Rand is the currency of South Africa. 1 Rand = Rs.6.40  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| <b>Bilateral Trade (Value : US\$ million)</b>  |   |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| <table border="1"> <thead> <tr> <th></th> <th>2009-2010</th> <th>2010-11</th> <th>2011-12</th> </tr> </thead> <tbody> <tr> <td>India's exports to South Africa</td> <td>2,058.50</td> <td>3,912.37</td> <td>4,731.17</td> </tr> <tr> <td>India's imports from South Africa</td> <td>5,674.50</td> <td>7,140.50</td> <td>9,973.11</td> </tr> <tr> <td>Balance of Trade</td> <td>-(3616.00)</td> <td>-(3228.13)</td> <td>-(5241.94)</td> </tr> </tbody> </table> |   |            | 2009-2010  | 2010-11 | 2011-12 | India's exports to South Africa | 2,058.50 | 3,912.37 | 4,731.17 | India's imports from South Africa | 5,674.50 | 7,140.50 | 9,973.11 | Balance of Trade | -(3616.00) | -(3228.13) | -(5241.94) |
|  | 2009-2010   | 2010-11    | 2011-12    |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| India's exports to South Africa  | 2,058.50  | 3,912.37   | 4,731.17   |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| India's imports from South Africa  | 5,674.50  | 7,140.50   | 9,973.11   |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Balance of Trade   | -(3616.00)  | -(3228.13) | -(5241.94) |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Fair Organisers  | <p><i>Lineke</i><br/> <b>Caroline van der Bruggen</b><br/> <b>Exhibition Manager Africa's Big Seven/SAITEX</b><br/> Exhibition Management Services (Pty) Ltd P O Box 650302 BENMORE 2010 South Africa<br/> Tel: +27 (0) 11 783 7250 Fax (local): 086 548 9303 Fax (international): +27 (0) 11 783 7269<br/> Email: <a href="mailto:admin@exhibitionsafrica.com">admin@exhibitionsafrica.com</a>/<a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a></p>  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| ITPO   | <p><b>Shri B.K. Khanna-Senior Manager</b><br/> <b>India Trade Promotion Organisation</b><br/> 2<sup>nd</sup> Floor, Annexe Building, Room No. 244, Pragati Maidan, New Delhi-110001<br/> Tel: 23371578, Fax: 23371529 (M): 9650498855 / E-mail: <a href="mailto:bkkhanna@itpo.gov.in">bkkhanna@itpo.gov.in</a></p>  |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |
| Indian Mission   | <p><b>Shri Nandan S. Bhaisora</b><br/> <b>Acting CG/Consul (Commerce &amp; Head of Chancery)</b><br/> <b>Consulate General of India,</b><br/> No.1, Eton Road<br/> (Corner Jan Smuts Avenue &amp; Eton Road) Park Town 2193<br/> PO Box 6805, Johannesburg 2000, South Africa<br/> Office Hours:0900 hrs to 1730 hrs (Monday to Friday)<br/> Ph: +27-11-4828490, Fax: +27-11-4823640/ Email: <a href="mailto:hoc@indconjoburg.co.za">hoc@indconjoburg.co.za</a></p>   |            |            |         |         |                                 |          |          |          |                                   |          |          |          |                  |            |            |            |

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| <p><b>Regional Offices:<br/>MUMBAI</b></p> <p>7, Cooperage Road,<br/>3rd Floor, Jhansi<br/>Castle, Mumbai –<br/>400001</p> <p>Tel. : 91- 22-<br/>22021788 /22021730 /<br/>22026629 /22044918<br/>/22850878<br/>Fax : 91-22-22044922<br/>E-mail:<br/><a href="mailto:itpoby@yahoo.co.in">itpoby@yahoo.co.in</a></p> | <p><b>BANGALORE</b></p> <p>24-A, Imperial Court,<br/>31/1, Cunningham Road,<br/>Bangalore-560052</p> <p>Tel. : 91-80-22268867/<br/>22268969, Fax : 91-80-<br/>22258662<br/>E-mail :<br/><a href="mailto:itpo@blr.vsnl.net.in">itpo@blr.vsnl.net.in</a></p> | <p><b>KOLKATA</b></p> <p>International Trade<br/>Facilitation centre,<br/>5th Floor, 1/1 Wood Street ,<br/>Kolkata - 700 016</p> <p>Tel. : 91-33-22822904<br/>/22825820/22828586, Telefax :<br/>91-33-22828269<br/>E-mail :<br/><a href="mailto:itpocal@cal3.vsnl.net.in">itpocal@cal3.vsnl.net.in</a></p> | <p><b>CHENNAI</b></p> <p>Raja Annamalai<br/>Buiding,2nd Floor, 18-A,<br/>Rukmani Lakshmipathi<br/>Road,<br/>Egmore, Chennai-600 008</p> <p>Tel : 91-44-28554655/<br/>28587297, Telefax : 91-44-<br/>28554740<br/>E-mail:<br/><a href="mailto:itpochn@md4.vsnl.net.in">itpochn@md4.vsnl.net.in</a></p> |
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**Application Form**

Name of the Fair/Exhibition : SAITEX 2014 and Africa's Big Seven

Date : 22-24 June, 2014

Name of the Company \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name & Designation of Key executive \_\_\_\_\_

Are you a registered exporter?(yes/No) \_\_\_\_\_

If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify \_\_\_\_\_

Space requirement in (sq. mtrs.) \_\_\_\_\_ (without shipment)

Total turnover of company:           US\$ million           Export turnover :           US\$ mn

Products for display : \_\_\_\_\_

-----Brief profile of company (not over 25 words) :-----

Export Performance   Countries of Exports   Preceding three years

Commodity exported

(Please attach a Chartered Accountant's certificate of Export performance)

Whether you have participated in this fair earlier, if so when?

IEC Code No. \_\_\_\_\_

Additional requirement (On payment basis). Any other facility including display aids over and above ITPO's shell scheme package:

We hereby accept the Rules & Regulations of participation as per copy enclosed crossed demand draft, favouring India Trade Promotion Organization, payable at New Delhi being the amount of participation contribution.

(Signature of the authorized signatory of the Company)

Name \_\_\_\_\_

Designation \_\_\_\_\_

Dated: \_\_\_\_\_

(for terms & condition please see reverse and signed

**Brief Rules and Regulations for Participation in Fair Abroad**

**1. Space Booking:**

Application in prescribed format for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in modules of 9/12 sq. mtrs. and in multiples of 3 sq. mtrs. thereof (subject to availability).

**2. Allotment of space to the Participants:**

Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

**3. Refund of Participation Fee:**

- (i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- (ii) In the event of withdrawal 3 months before the start of the event. 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
- (iii) No refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

**4. Visa:**

- (i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
- (ii) ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.
- (iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
- (iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.

**5. General:**

- (i) Only goods of Indian origin will be allowed for display at India Pavilion.
- (ii) In the event of postponement / abandonment / cancellation of the Fair / Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
- (iii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO's event.
- (iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO's Fairs in India and Abroad.
- (v) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.
- (vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Terms & conditions accepted

(Signature)

Name & Designation \_\_\_\_\_

Subject: - SAITEX 2014 and Africa's Big Seven fair -2014 to be held at Gallagher Convention Centre, Midrand, Johannesburg (South Africa) 22-24 June, 2014

Sir,

The India Trade Promotion Organisation (ITPO) set up by Govt. under the Ministry of Commerce has been assigned to organise SAITEX 2014 and Africa's Big Seven, Johannesburg (South Africa) scheduled to be held from 22-24 June 2014. South Africa is marked as a Focused country by Govt. of India for export promotion purposes. ITPO has participated for a number of years on both events, with Africa's Big Seven in its 9<sup>th</sup> year and SAITEX in its 21<sup>st</sup> year. Participants in these fairs are generally awarded with an abundance of enquiries followed by confirmed orders in the long run.

South Africa is the southernmost nation on the African continent. The country shares international borders with Namibia, Botswana, Mozambique, Swaziland and Zimbabwe. The country ranks 25<sup>th</sup> in terms of total land area available. The majority of the earning population lives in Johannesburg, Cape Town, Port Elizabeth, and Durban. These four cities are the primary source of trade for the South African economy.

South Africa is one of the most stable economies on the African Continent. It is a middle income country with fully developed basic infrastructure. The country shows several indications of a developing economy such as well grown primary, secondary and tertiary sectors and non-dependency on agriculture. The manufacturing, mining and service sectors are the largest contributors to the country's GDP.

The Southern African International Trade Exhibition (SAITEX) is the most prestigious and established international trade platform in Southern Africa. It is the only multi-sector trade fair of its size and kind on the continent and annually plays host to hundreds of exhibitors showcasing products, services and opportunities from all over the world. The display profile of the sectors is attached on next page.

Africa's Big Seven is the only event of its kind on the African Continent which is an annual expo that showcases products, services and technologies from the farm gate through the various manufacturing processes into the retail environment. The expo derives its name from the seven sector specific elements that make up the event. These are Agrifood for producers and manufacturers, FoodTech, for production processing and packaging equipment, FoodBiz, for food service and equipment, Interbake, for bakery equipment, ingredients and supplies, DrinkTech for production, processing and packaging for the beverage industries, Retail Solutions for online retailing, point of sales systems and sales equipment, Pan Africa Retail for all retail ready products, convenience foods and fastmoving consumer goods.

Contd..2/-

The co-located Saitex and Africa's Big Seven events attracted over 600 international exhibitors with over 3,000 product items in 431 categories. The visitor ship was from 54 countries.

According to the 2009 estimate, South Africa has an annual GDP Purchasing Power Parity (PPP) OF US\$ 488.6 billion. It ranks 26<sup>th</sup> in the world in terms of GDP. Per Capita GDP is US\$ 10,000.

The above fairs are a significant trading platform for India with the whole of Africa. SAITEX has been repositioned and re-profiled to correspond with Africa's Big Seven Fair. Whereas Africa's Big Seven is the food & beverage retail trade industry platform, SAITEX is the non-food & beverage, retail ready multi-sector products show which hosts hundreds of exhibitors showcasing products, services and opportunities from all over the world.

#### Product profile in detail

- (1) Retail Ready Products, Fast Moving Consumer Goods, electronic & electronic appliances, White goods, Home entertainment systems, House Ware, Kitchen & Cook ware, Soft furnishings, rugs, baskets, Plastic products, furniture, indoor & outdoor, Textile and apparel, Footwear & leather products, Office equipment & stationery, Carpets, Sports, health & gym equipment, Camping & leisure equipment, DIY products, tools and garden equipment, Innovative & creative products/New patents.
- (2) Tourism, Development & Government Agencies/services, Financial, Investment & Business Services, Import/Export agents, Professional & Trade Services, Logistics, Transport & Service providers.
- (3) Machinery for manufacturing and packaging retail ready products such as food and beverages, stationery, plastics, clothing, footwear and leather products, cosmetics, household articles, etc. Plumbing products, sanitary ware
- (4) Products, Tools and Light Machinery for use in building and construction  
Hardware and DIY products, Generators, compressors and air tools, Welding machines and supplies

The participation charges (without shipment facility) likely to be fixed will be Rs.12,000/- per sq.mtr tentatively. The minimum bookable space is 9 sq.mtr and in multiples of 3 sq.mtr thereof. Package of services will include fully constructed booth including wall-to-wall carpeting, adequate lighting, furniture & general publicity support.

As the market prospects are abundant and Africa's buyers are diverting their source of imports from countries like India and China for various products, we are eagerly looking for your early confirmation of participation in our efforts to make the event a successful one.

You are requested to confirm your space requirement immediately as space would be allotted on a first-come-first served basis to allot prime location.

The detailed information can be had from Shri B.K. Khanna, Sr. Manager, ITPO, Mobile No. 9650498855, e-mail: [bkkhanna@itpo.gov.in](mailto:bkkhanna@itpo.gov.in)

With regards,

(R.K. Singh)  
General Manager