

28th December, 2023

**SUBJECT: SEPC TRADE DELEGATION (BUYER–SELLER MEET) TO AFRICA
COVERING ETHIOPIA, KENYA, ZIMBABWE, AND TANZANIA
MARCH 11TH TO MARCH 23RD March, 2024**

Dear Sir/Madam,

Greetings from Services Export Promotion Council (SEPC)!

We are glad to inform you that SEPC, with the support of Ministry of Commerce & Industry, GOI, is organizing India's services sector trade delegation (Buyer–Seller Meet) to Africa region, covering Ethiopia, Kenya Zimbabwe, and Tanzania scheduled to be held from Monday, 11th March to Saturday, 23rd March, 2024. The buyer–seller meet will be supported by Indian missions in the respective countries. During this event, Indian services industry exporters can interact and strengthen their relationships with the business partners in these countries.

Why Africa

India and Africa's have experienced a revival in recent years, and there are strong reasons for optimism that the partnership could be mutually beneficial. With the cumulative investments at \$73.9 billion from 1996–2021, India is among the top five investors in Africa region. India's bilateral trade with Africa has now reached \$89.5 billion in 2021–22 compared with \$56 billion the previous year.

Through the Duty–Free Tariff Preference (DFTP) Scheme that extends duty free access to 98.2 per cent of India's total tariff lines, India has opened its market to African countries. So far 33 LDC African nations have been entitled to get benefits under this scheme.

Building on a growing trade and investment portfolio, India now has a strategy with clear guiding principles and areas of focus. The private sector is key to this strategy, particularly in the areas of skill and capacity–building initiatives, education, health care, medical value travel, and IT & ITES. It is anticipated that the African Continental Free Trade Agreement (ACFTA), which is already operational, will boost the levels of trade and investment, development of value chains, and industrialization across the Africa region.

KEY SECTORS COVERED

- Education Services
- Information Technology & Information Technology enabled Services
- Tourism & Hospitality Services
- Healthcare/Medical Value Travel
- Other services

TENTATIVE PROGRAMME SCHEDULE

S. NO.	COUNTRIES	SCHEDULE	DEPARTURE
1	Buyer Seller Meeting Addis Ababa, Ethiopia	Monday, 11 March 2024	Delegation arrival from India
		Tuesday, 12 March 2024	Buyer-Seller Meets
		Wednesday, 13 March 2024	MOUs/Follow Up meetings
2	Buyer Seller Meeting Nairobi, Kenya	Thursday, 14 March 2024	Delegation arrival from Addis Ababa, Ethiopia
		Friday, 15 March 2024	Buyer-Seller Meets
		Saturday, 16 March 2024	MOUs/Follow Up Meetings
3	Buyer Seller Meeting Harare, Zimbabwe	Sunday, 17 March 2024	Delegation arrival from Nairobi, Kenya
		Monday, 18 March 2024	Buyer-Seller Meets
		Tuesday, 19 March 2024	MOUs/Follow Up Meetings
4	Buyer Seller Meeting Dar es Salaam, Tanzania	Wednesday, 20 March 2024	Delegation arrival from Harare, Zimbabwe
		Thursday, 21 March 2024	Buyer-Seller Meets
		Friday, 22 March 2024	MOUs/Follow Up Meetings
		Friday & Saturday 22 and 23 March 2024	Back to India

PARTICIPATION FEE (ALL FOUR COUNTRIES PARTICIPATION):

S. No.	Participation	Participation Fee (Members)	Participation Fee (Non-Members)
1	Buyer Seller Meet in Addis Ababa, Ethiopia	INR 80,000 + GST	INR 1,00,000 + GST
2	Buyer Seller Meet in Nairobi, Kenya		
3	Buyer Seller Meet in Harare, Zimbabwe		
4	Buyer Seller Meet in Dar es Salaam, Tanzania		

General Guidelines:

- (i) It is mandatory to participate in at least 3 Buyer Seller Meets to avail MAI benefit.
- (ii) The above subsidized participation fee is based on the anticipated grant from the Ministry. In case of any variation the participation fee may be revised.
- (iii) The participation charges mentioned above does not include air-fare, hotel expenditure or any other kind of personal expenses (logistics etc.).
- (iv) The regular participation fee is Rs. 25,000 & Rs. 30,000 per country, per members and non-members (per country participation fee in case participation for less than all four countries).
- (v) Charges mentioned for participation in this event are the subsidized rates hence no refund will be initiated by council during or after the event.
- (vi) Venue for BSM would be communicated as soon as council finishes negotiations.
- (vii) Event is subject to cancellation and other unforeseen circumstances, natural disaster etc.
- (viii) No refund in case of any cancellation from participating company, if payment is processed to third party/vendors/venue, by the council
- (ix) Refund will be initiated if the council withdraws / cancels the event because of any reasons.

Assistance to the participants:

Subject to the release of finances by Ministry of Commerce, Govt. of India, and other rules of MAI scheme (latest guidelines) members whose export turnover for the previous year is less than Rs.50 crores and has one year membership with the Council, will be eligible for financial assistance to the extent of Rs.1,25,000/- towards travel expenses (economy class air fare), subject to terms and conditions of MAI scheme and approval from Ministry of Commerce, GOI, based on documentation and discretion, as per MAI scheme.

For more information, interested companies please register through the given link:
https://sepcevents.in/bsm_africa/

SEPC bank details for submission of payment through NEFT/RTGS:

PAYMENT TERMS		100% in Advance
BANK DETAILS FOR PAYMENT (RTGS/NEFT)	Beneficiary	Services Export Promotion Council
	Address	DPT-417, 4 th Floor, DLF Prime Towers, Plot No. 79 & 80, Pocket-F, Okhla Industrial Estate, Phase - 1, New Delhi - 110020, Delhi, India
	Bank	IDBI Bank
	Branch	CGH Building, D-823, Main Road New Friends Colony, New Delhi - 110065
	Account No.	167104000118514
	RTGS/IFSC Code	IBKL0000167
	MICR Code	110259019

SEPC Official's Contact Details

For more information or assistance, please feel free to connect with:

Mr. Abhishek Sahdev abhishek.sahdev@servicesepc.org Mobile: +91-9560264622	Mr. Chandranshu Awasthi chandranshu.awasthi@servicesepc.org Mobile: +91- 8447234383
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We look forward to your active participation in the business delegation.

Thanking you!

With best regards



Mr. Karan Rathore
Chairman



Dr. Abhay Sinha
Director General