

20th October, 2022

SUBJECT: SEPC IS ORGANIZING TRADE DELEGATION (BUYER-SELLER MEET) TO AFRICA, COVERING EGYPT, KENYA, IVORY COAST, AND SOUTH AFRICA, IS SCHEDULED TO BE HELD FROM JANUARY 22nd TO FEBRUARY 04th, 2023.

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 Egypt, Kenya, Ivory Coast, and South Africa**, scheduled to be held from **Sunday, 22nd January to Saturday, 4th, February, 2023**. 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 buyers 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. Notably, 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. Moreover, underpinning the seriousness of India's Africa policy shift, the country has made maritime security a key pillar in most of its engagement with countries like Kenya and South Africa. Importantly, experts anticipate that the African Continental Free Trade Agreement (AfCFTA), which is already operational, to boost the levels of trade and investment, development of value chains, and industrialization across the Africa region.

KEY SECTORS COVERED

<ul style="list-style-type: none">➤ Education Services➤ Information Technology & Information Technology enabled Services➤ Communication Services	<ul style="list-style-type: none">➤ Tourism & Hospitality Services➤ Healthcare/Medical Value Travel➤ Entertainment/AVCG Services	<ul style="list-style-type: none">➤ Architectural, Construction & Related Engineering Services➤ Maritime, Transport & Logistics Services➤ Professional Services including Accounting, Finance, Legal, Consultancy etc., and many more....
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TENTATIVE PROGRAMME SCHEDULE

S. NO.	COUNTRIES	SCHEDULE	DEPARTURE
1	Buyer Seller Meet in Cairo, Egypt	Sunday, 22 January 2023	Delegation Arrival from India
		Monday, 23 January 2023	Buyer-Seller Meets
		Tuesday, 24 January 2023	MOU's/Follow Up Meetings
2	Buyer Seller Meet in Abidjan, Ivory Coast	Wednesday, 25 January 2023	Delegation Arrival from Cairo
		Thursday, 26 January 2023	Republic Day (No Meetings)
		Friday, 27 January 2023	MOU's/Follow Up Meetings
3	Buyer Seller Meet in Nairobi, Kenya	Saturday & Sunday, 28 & 29 January 2023	Delegation Arrival from Abidjan
		Monday, 30 January 2023	Buyer-Seller Meets
		Tuesday, 31 January 2023	MOU's/Follow Up Meetings
4	Buyer Seller Meet in Johannesburg, South Africa	Wednesday, 01 February 2023	Delegation Arrival from Nairobi
		Thursday, 02 February 2023	Buyer-Seller Meets
		Friday, 03 February 2023	MOU's/Follow Up Meetings
		Saturday & Sunday, 04 & 05 February 2023	Back to India

PARTICIPATION FEE:

S. No.	Participation	Participation Fee (Members)	Participation Fee (Non-Members)
1	Buyer Seller Meet in Cairo, Egypt	INR 80,000 + GST	INR 1,00,000 + GST
2	Buyer Seller Meet in Abidjan, Ivory Coast		
3	Buyer Seller Meet in Nairobi, Kenya		
4	Buyer Seller Meet in Johannesburg, South Africa		

GENERAL GUIDELINES:

- (i) It is mandatory to participate in all the **4 Buyer Seller Meets** in order 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. 50,000 & Rs. 55,00,000 per country, per members and non-members, and i.e., Rs. 2,00,000/- for Members, and Rs. 2,2,000 for Non-members, for overall BSM. GST will be charged extra.
- (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:** Venue for BSM would be communicated as soon as council finishes negotiations.

ELIGIBILITY CRITERIA UNDER MARKET ACCESS INITIATIVE SCHEME FROM MINISTRY OF COMMERCE, GOI

- (i) The above participation fee is subsidized as the event is approved under the Market Access Initiative (MAI) scheme of the Ministry of Commerce & Industry, Govt. of India, for the FY 2022-2023.
- (ii) A maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e., members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter must participate in that fair on their own.
- (iii) MAI funding support shall only be provided to a member for a maximum of three MAI events in a year.
- (iv) In case of exporter belonging to SC/ST/Women and the exporter is having FOB Value of exports less than Rs. 50 crores in a year, 5 participations in a particular event are allowed, provided each one of these is in different market (e.g., Africa, LAC, WANA, ASEAN, etc.).

AIR FARE REIMBURSEMENT

Participating firm/co. shall be eligible for reimbursement of airfare as per MAI guidelines under para 6 (ii) of the Market Access Initiative Scheme 2021 issued by the Ministry of Commerce from time to time, on actuals or maximum of up to Rs. 75,000/- whichever is less, in the region, fulfilling the following conditions:

- (i) Members should have completed 12 months of Membership of council.
- (ii) Reimbursement of air-fare (is only eligible for economy class) to the exporting/participating with an F.O.B. value of exports below Rs. 50 crores in the preceding financial year.
- (iii) Companies having export turnover "NIL" are not entitled to get Reimbursement of air-fare.
- (iv) Regularly filing Export returns with the council
- (v) Air fare will be permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position.
- (vi) Air fare Claim forms duly filled in and complete in all respects must be submitted to the council within 45 days of return to India.
- (vii) Non-MAI Exhibitor shall not be eligible for reimbursement.

OTHER PARTICIPATION INFORMATION:

- (i) Once the event is over, participants, must submit the outcome report. Format will be provided by SEPC on site or on email.
- (ii) SEPC will issue a visa recommendation letter as soon as you complete the registration formalities, and share the payment details.
- (iii) In case of short of participation, the council may not organize this BSM, hence before booking air tickets and hotel accommodation please do consult with the Council.
- (iv) The Airfare Reimbursement will be done after finalization of Accounts in Ministry & subject to receipt of funds from the Govt. of India.
- (v) In every country, the Council does not guarantee a specific number of meetings.
- (vi) Members can contact & invite their buyers in those countries for the BSM.

- (vii) Company profile and Participation fees must reach in on or before the given deadline.
(viii) The Event is being organized on a best-efforts basis. However, all the exhibitors/representatives are expected to use their commercial jurisprudence while negotiating prices, payment terms, and delivery terms. SEPC cannot guarantee the market credibility and/or financial stability of any buyer attending these meetings.

APPLICATION FORM: The application form (with Annexure I) is enclosed herewith for your ready reference. The application may also be downloaded from SEPC's website www.servicesepec.org.

DEADLINE: 10th DECEMBER 2022

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

CANCELLATION PROCESS:

- (i) Event is subject to cancellation in absence of a smaller number of participants, natural disaster etc.
(ii) No refund in case of any cancellation from participating company, if payment is processed to third party/vendors/venue, by the council
(iii) Full Refund will be initiated if the council withdraws / cancels the event because of any internal reasons.

SEPC OFFICIAL'S CONTACT DETAILS

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

Mr. Abhishek Sahdev abhishek.sahdev@servicesepec.org +91-9560264622 011-43563656 (ext-110)	Ms. Hansika Gupta hansika.gupta@servicesepec.org +91-9990401916 011-43563656 (ext-120)	Mr. Siddhartha Mishra siddhartha.mishra@servicesepec.org +91-9999913164 011-43563656 (ext-109)
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We look forward to receiving your active participation and meeting you soon in the event.

Thank you!

With warm regards,



CA Sunil H. Talati
Chairman