



SERVICES EXPORT PROMOTION COUNCIL
Set up by Ministry of Commerce and Industry, Government of India

सेवा निर्यात संवर्धन परिषद
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार द्वारा स्थापित

28th November, 2023

Dear Sir/Madam,



Subject: Exhibit in India Pavilion
at
Global Education & Training Exhibition (GETEX)
24 – 26 April 2024
Dubai International Convention & Exhibition Centre, Dubai, UAE

Greetings from Services Export Promotion Council (SEPC)!!!

You are kindly aware of GETEX-Dubai, as the leading education fair in the region which serves as an efficient platform for all educational institutions to meet their enrolment quotas and admission targets. It provides the effective platform for qualified students by offering a complete 3-day event, dedicated to facilitating student placements in higher education institutes participating from more than 80 countries including USA, UK, Australia, Turkey, Malaysia, Indian, Germany, Canada, Hungary, and Georgia. It is connecting 500+ Global exhibitors with more than 25,000 walk-in students, their parents, and aspiring professionals from across the middle east.

Having organised a very successful India Pavilion in the last edition of GETEX, SEPC is seeking your participation and continued association in upcoming edition of GETEX-24-26th April 2024. India Pavilion organised by SEPC in the upcoming edition will be larger in area and at the very prominent location.

Please participate in India Pavilion to avail the following distinct advantage:

1. Prominent location
2. Fully Branded Stalls
3. Complete integration and positioning in the global landscape as a result of focus on Higher Education under NEP
4. Participation in all networking opportunities organised by SEPC and Consulate office of India on the sidelines of GETEX
5. Networking dinner
6. Road Show, meetings, and Interactive Sessions
7. Networking and scheduling meeting through dedicated apps developed by SEPC
8. And many more

We believe that participation in India Pavilion organised will help your institution immensely in achieving the desired objective of participation in the most renowned exhibition in the region. You can engage your target audience and set the groundwork for successful secondary and senior secondary student conversions and enhanced marketing awareness with the aid of the most promising student recruitment show.

Please be informed that India Pavilion will be organised with the support of Ministry of Commerce and Ministry of Education, Gov of India besides very active involvement of Embassy of India in the region.

Reservation of Space

To reserve space under the India Pavilion at Global Education & Training Exhibition (GETEX), SEPC invites application on a subsidized participation fee under Market Access Initiative (MAI) Scheme, for the interested education services exporters to participate in this mega event, and help SEPC to promote educational services from India.

Participation costing details (built up space):

Participation Type	Per sqm cost	6 sqm	9 sqm	12 sqm
For Members	Rs. 35,000/-	Rs. 2,10,000/-	Rs. 3,15,000/-	Rs. 4,20,000/-
For Non-Members	Rs. 38,000/-	Rs. 2,28,000/-	Rs. 3,42,000/-	Rs. 4,56,000/-

*Corner booth space will be charged extra 10%.

MAI support to exhibitors (SEPC Members):

SEPC registered members, whose export turnover during the preceding financial year is less than/upto Rs. 50 crores and who have completed 12 months of membership with SEPC will be eligible for assistance under new MAI scheme up to a maximum of Rs. 90,000/- towards economy class air fare, subject to terms and conditions of new MAI scheme.

Please find enclosed the application form for participation. Kindly submit the duly filled, signed application form along with 100% advance payment, to reserve your space. We will allot the space on first come first serve basis.

For any query, please reach to:

- Mr. Chandranshu Awasthi, E-mail Id- chandranshu.awasthi@servicesepc.org/ Mobile – 8447234383.
- Mr. Abhishek Sahdev, E-mail Id- abhishek.sahdev@servicesepc.org/ Mobile -9560264622.

Interested companies are requested to fill the online stall reservation form as per the below link:

https://sepcevents.in/getex_2024/home

Thanking you,

With regards



Dr. Abhay Sinha
Director General