

9th February 2023

Dear Sir/Madam,

**SUBJECT: TRADE DELEGATION BUYER-SELLER MEET TO
LATIN AMERICA, COVERING BRAZIL, CHILE, PERU, AND COLOMBIA,
FROM 26TH MARCH TO APRIL 06th, 2023**

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 LATIN AMERICA region, covering Brazil, Chile, Peru, and Colombia, scheduled to be held from Sunday, 26TH March to Friday, 07th, April, 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

India - Latin America Trade Relation

India and LAC countries are emerging as major growth engines of the world economy and must reap the mutual benefits of a growing partnership with each other. The strength of the partnership can be gauged observing that the combined GDP neared US\$ 8.4 trillion in 2018 and the cumulative population almost 2 billion people.

High economic complementarity between the two subcontinents bodes well for the future. India's exports to Latin America reached a record high of 18.89 billion dollars in 2021-22 (April-March), according to the Commerce Ministry of India. The exports have increased by an impressive 48% from 12.74 billion dollars in 2020-21. Even Indian investments in the region are estimated between US\$ 12 billion to \$ 16 billion and most of it is in value added sectors especially IT and energy and power transmission. Indian IT companies employ near 38,000 people in the region and add significant value to the service sector and are a means to diversify away from Latin America's dependence on commodity exports.

Government officials have a wide array of policy instruments at their disposal to reduce the cost of doing business between LAC and India. Increasing the coverage of trade and investment agreements, enhancing trade facilitation measures, undertaking proactive and targeted trade promotion activities, as well as boosting investment in infrastructure and promoting reforms in the logistics sector are the key pillars of a successful strategy. Meanwhile, deepening technical cooperation and developing business and people-to-people networks would go a long way in bringing the two subcontinents together.

In the above backdrop, delegation visits to LAC countries and B2B meetings will go a long way in further enhancing business opportunities for exporters in both the regions and also lead to close cooperation in areas of mutual interest especially in services.

KEY SECTORS COVERED

<ul style="list-style-type: none"> ➤ Education Services ➤ Information Technology & Information Technology enabled Services ➤ Tourism & Hospitality Services 	<ul style="list-style-type: none"> ➤ Healthcare/Medical Value Travel/ Telemedicine ➤ Entertainment/AVCG Services ➤ Environment Services ➤ Engineering & Consultancy Services ➤ Professional Services viz. – Legal, Accounting & Finance, Financial, etc
--	--

TENTATIVE PROGRAMME SCHEDULE - it may vary the suggestion of the Indian Mission by

S. NO.	COUNTRIES	SCHEDULE	DEPARTURE
1	Buyer Seller Meet in Brasilia/ Sao Paulo, Brazil	Sunday, 26 th March 2023	Arrival of Delegation from India
		Monday, 27 th March 2023	BSM Meetings
		Tuesday, 28 th March 2023	Follow-up Meetings
2	Buyer Seller Meet in Santiago, Chile	Wednesday, 29 th March 2023	Arrival of the delegation from Brazil
		Thursday, 30 th March 2023	BSM Meetings
		Friday, 31 March 2023	Follow-up Meetings
3	Buyer Seller Meet in Lima, Peru	Saturday & Sunday, 1 st & 2 nd April 2023	Arrival of the delegation from Chile
		Monday, 3 rd April 2023	BSM Meetings
		Tuesday, 4 th April 2023	Follow-up Meetings
4	Buyer Seller Meet in	Wednesday, 5 th April 2023	Arrival from Peru

	Bogota, Colombia	Thursday, 6 th April 2023	BSM meetings
		Friday, 7 th April 2023	Follow-up Meetings
		Saturday, 8 th April 2023	Back to India

PARTICIPATION FEE

S. No.	Participation	Participation Fee (Members)	Participation Fee (Non-Members)
1	Buyer Seller Meet in Brasilia / Sao Paulo, Brazil	INR 1,00,000 + GST	INR 1,20,000 + GST
2	Buyer Seller Meet in Santiago, Chile		
3	Buyer Seller Meet in Lima, Peru		
4	Buyer Seller Meet in Bogota, Colombia		

GENERAL GUIDELINES:

- It is mandatory to participate in at least 3 **Countries** in order to avail MAI benefit.
- 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.
- The participation charges mentioned above does not include air-fare, hotel expenditure or any other kind of personal expenses (logistics etc.).
- VENUE:** Venue for BSM would be communicated as soon as council finishes negotiations.

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. 1,25,000/- whichever is less, in the region, fulfilling the following conditions:

- Members should have completed 12 months of Membership of council.
- 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.
- 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.

Registration:

https://docs.google.com/forms/d/e/1FAIpQLSeMssUdYnAezM4yRHTfn5htTcy_ns9tdDIfzyTvheSNImAoA/viewform?usp=sf_link

DEADLINE: 20th February 2023

PAYMENT TERMS		100% in Advance
BANK DETAILS FOR PAYMENT (RTGS/N EFT)	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



SERVICES EXPORT PROMOTION COUNCIL

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)

Account No.	167104000118514
RTGS/IFS C Code	IBKL0000167
MICR Code	110259019

CANCELLATION PROCESS:

- Event is subject to cancellation in absence of a smaller number of participants, natural disaster etc.
- No refund in case of any cancellation from participating company, if payment is processed to thirdparty/vendors/venue, by the council
- 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. Chandranshu Awasthi chandranshu.awasthi@servicese.org pc.org +91-8447234383	Mr. Mayank Sharma mayank.sharma@servicese.org pc.org +91-8349417890	Mr. Desh Raj desh.raj@servicese.org +91-8010215260
---	--	--

We look forward to receiving your active participation and meeting you soon in the event.

With warm regards,

CA Sunil H. Talati
Chairman