



## FEDERATION OF INDIAN EXPORT ORGANISATIONS

(Set up by Ministry of Commerce, Government of India)

फेडरेशन आफ इंडियन एक्सपोर्ट ऑर्गनाइजेशन

(वाणिज्य मंत्रालय, भारत सरकार द्वारा स्थापित)

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To,

**FIEO/MRD/VB2B/2021-22**

**10<sup>th</sup> January, 2022**

**Dear Sir/Ma'am,**

### **Sub: Manufacturing Africa B2B Expo - Virtual**

We are pleased to inform you that FIEO is organizing participation in the **Manufacturing Africa B2B Expo - Virtual**. The details of the show are placed below:

**EVENT NAME : Manufacturing Africa B2B Expo - Virtual**

**EVENT START DATE : 1<sup>st</sup> - 3<sup>rd</sup> February 2022**

### **ABOUT THE SHOW:**

To assist exhibitors and buyers in overcoming the business challenges brought by the covid-19 pandemic, FIEO brings to you the opportunities to showcase your products to the African audience by participating in the **Manufacturing Africa B2B Expo - Virtual** which gives you a great alternative to grasp the first possible chance for business. The three day **Manufacturing Africa B2B Expo - Virtual** will cater to growing demand of products like Ceramic, Electronic & Software, Engineering, Building Materials, Construction, Renewable Energy, Electricals & Electronics, Power products etc., with focus on the markets of AFRICA continent. Till the time restrictions from International travel are completely lifted, Virtual/Online Exhibitions remains as the most preferred medium for Business interactions and communications to keep the wheels of trade rolling.

### **MARKET HIGHLIGHTS:**

India's relationship with African countries can be classified as distinguished and unique. Both the economies are driven by similar factors such as favorable demographic dividend, rising per capita income, among others. In fact, centuries old ties have been firmed up on the back of India's consistent and growing relationship with various countries in Africa in the recent years.

The trade dynamics between India and Africa is of immense potential. In the coming years, Africa and India are going to drive a significant portion of global demand and income. There exists unlimited potential which needs to be tapped by both the regions to mark greater heights in the present times of crisis and also in future.

### **KEY FEATURES & SHOW FACTS:**

The event is 1<sup>st</sup> of its kind initiative to bridge the gap between Indian products and demand in Africa for the mentioned products & sectors. Major sectors of focus include Electronic & Software, Engineering, Renewable Energy, Electricals, Electronics & Power.

The virtual event will give an opportunity to the Indian companies to connect with the verified buyers looking at sourcing desired supplies and products from India. We have also received support and cooperation from our Indian Missions for such events in the past.

Here are the highlights of Africa Manufacturing B2B Virtual Expo for your quick preview:

- One to one prescheduled meeting for Indian companies - **3 Meetings Each Participants (In addition to exhibition)**
- Exhibitors can meet and connect with potential buyers through live chat, audio call /video conference.
- Buyers can schedule Online Virtual Meeting with Exhibitors – Exhibitors can showcase their latest product pictures, Company Catalogue, Videos on their Company page on the Virtual Show
- Reach new customers globally and increase your Exports Exhibitors can extend brand presence and visibility in the targeted Industry sectors of South Africa, Kenya, Nairobi, Zambia, Zimbabwe, Nigeria, Uganda etc.
- E Newsletter - Dedicated emailers promoting India pavilion to the entire database
- Social Media promotions through LinkedIn, Facebook and Instagram
- Save on logistics cost or Operational costs, No Air ticket & Hotel costs

#### **FOCUSED AFRICAN MARKETS:**

- Nigeria
- Uganda
- Kenya
- Zambia
- Zimbabwe
- South Africa

#### **FOCUSED PRODUCTS/SECTORS:**

- Ceramic
  - Electronic & Software
  - Engineering
  - Building Materials/ Construction
  - Renewable Energy
  - Electricals & Electronics
  - Power

#### **WHO WILL ATTEND**

- CEO/CFO
- Chairman/Director/ Managing Director
- Importer
- Product Developer
- Production Manager
- Direct Buyers
- Consultants
- Investors

**Participation Fee: Rs. 17,000/- + GST (Highly Subsidised)**

**HOW TO APPLY:**

Interested members are requested to kindly send us their confirmation by filling up the enclosed registration form.

The payment is to be made by NEFT/RTGS in the name of Federation of Indian Export Organisations payable at New Delhi latest by 15<sup>th</sup> January 2022. The participation charges are non-refundable in any case. In case of any further details/queries, you may contact FIEO at 8586877982/8586848676 or by e-mail at [vishvaditya@fieo.org](mailto:vishvaditya@fieo.org); [nishantkatyayan@fieo.org](mailto:nishantkatyayan@fieo.org).

Thanking you,

Yours sincerely

Sd/-

Dr. Ajay Sahai  
Director General & CEO

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