

3.02.2012

Dear Sir,

India Trade Promotion Organisation (ITPO) is organizing India's National level participation in the Zimbabwe International Trade Fair, Bulawayo (Zimbabwe), April 24-28, 2012.

The Zimbabwe International Trade Fair (ZITF) 2012, will be the 53<sup>rd</sup> consecutive Trade Fair. It is the largest intra-regional trade fair South of Sahara. This annual exhibition offers exposure to both trade and public visitors. The multi sectoral, multi-national expo provides the largest and the most convenient hub in the region. Its location in Bulawayo, the centre of Southern Africa, is at crossroads of the regional trade and transportation routes, which offers excellent and economical export opportunities. The ZITF benefits from the city's substantial infrastructure for industry, commerce and services. Bulawayo is the central major economic corridor which offers excellent investment opportunities. The ZITF provides an ideal venue at which deal-makers and new-industrialists meet. Zimbabwe offers an excellent platform to the India Exporters as, India's exports to Zimbabwe has been seeing a constant increase. The Indian exports increased by 84.50% in 2008-09 over 2007-08 and in 2010-11 it has registered a growth of 133.52% over 2009-10. Thus there exists a tremendous potential for further growth of Indian exports to Zimbabwe. The participants will be further able to avail the benefits of visitorship, as concurrent to ZITF, four more events are being organized at the same venue i.e. Tourism & Travel Expo; Packaging & Printing Expo; Education, Training, Consultancy Expo and Home improvement and renovation Expo.

The Theme of ZITF is 'Investing Locally, Reaping Globally'. The product profile of the show is Agriculture; Infrastructure; Implements; Seed; Fertilisers & Pesticides; Irrigation and Water Technology; Consultancy; Livestock Management; Ecological Management; Finance and Management; Food & Beverages; Clothing, textiles and accessories; Footwear and leather; Health and safety; Office equipment and consumables; Consumer goods/ gift items/ jewellery/ accessories; cosmetics; Glassware/plastics/rubber/porcelain/crockery; Light and heavy engineering/tools/pneumatic equipment; Computers/informatics/office equipments; Building/construction/civil engineering/hardware.

This 5 day event will invite business visitors only for the first three days and will be open to the general public for the last two days. The rentals are highly subsidized at Rs. 6,600/- per sq. mtr. In addition, subsidy to individual exporter, under MDA Scheme, will also be available to the participants.

ITPO will give a furnished booth to the participating companies, with participation panels, carpeting, fascia with company name, 2 chairs, 1 table, 3 spotlights and 3 display aids for every 9 sq.mtr space.

Since the participation is to be confirmed to the Fair Organisers at Bulawayo, we

request for your urgent confirmation of participation, along with the area that may be required to be booked.

Thanking you,

Yours sincerely

(S.Bahadur)  
**Senior Manager**