



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-70.

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EPCH-4/1[16]/2017-BSM/SOUTH-AFRICA

Dated – 07-11-2017

**Urgent – For Immediate Attention**

**SUBJECT: PARTICIPATION IN “BUYER SELLER MEET” IN SOUTH AFRICA (FOCUS AFRICA REGION)  
“DURBAN – 18 & 19 JANUARY 2018” & “JOHANNESBURG – 22 & 23 JANUARY 2018”**

Dear Members,

South Africa is one of the most stable economy in Africa. South Africa enjoys a positive trade balance with India and there is a substantial potential for trade growth between the two countries. South Africa is marked as a Focused Country by Govt. of India for export promotion purposes.

South Africa today is one of the most sophisticated African emerging markets globally. The unique combination of a highly developed first world economic infrastructure and a huge emergent market economy has given rise to a strong entrepreneurial and dynamic investment environment. The economy of South Africa is the most industrialized in Africa. South Africa accounts for 35 percent of Africa's gross domestic product (PPP), and it is ranked as an upper-middle-income economy by the World Bank – one of only four such countries in Africa. See **the Fact Sheet** for more details.

Keeping in view the potential for expansion of trade with this region and the need to increase the interaction between the business entities, the Export Promotion Council for Handicrafts is organizing a “Buyer Seller Meet” of its members in Durban (18 & 19 January 2018) and Johannesburg (22 & 23 January 2018). **Applicants may please note, the above participation & Buyer Seller Meet would be strictly on B2B terms only and no retail sale shall be permitted.**

Activity Name	Dates	Country
Buyer Seller Meer	18 & 19 January 2018	Durban, South Africa
	22 & 23 January 2018	Johannesburg, South Africa

The Export Promotion Council for Handicrafts is inviting applications from interested member exporters for participation in the above Buyer Seller Meet. **The participation charges will be Rs. 50,000/- per exhibitor and shall include the following:**

- A suitable display space of upto 6 sq. mt. for each participant with furniture & limited display aids for displaying samples and discussion with the buyers in Durban & Johannesburg.
- Professional & Marketing fee of Chamber of Commerce in Durban & Johannesburg and other related expenses.
- Accommodation on twin sharing basis in a hotel of repute for one representative from each participating company in Durban & Johannesburg.
- The hotel facilities will be limited to only room charges. Any extra including food & beverages will have to be paid by the participants.
- In case, additional representative is sent by the participating company, the additional actual cost for the accommodation will be required to be paid in advance to the Council.

The Council/Organizers reserve the right to selection of participants. The Council will issue visa recommendation letter in favor of the following representatives of the participating companies only - Proprietor / Partners/ Directors / Chief Executive /Senior Level Officer only. EPCH shall not be liable in case of visa is not granted by the concerned Embassy. The selected participants will make their own arrangements and bear expenses towards Air-Travel, Shipment/Clearing, Customs Duties of exhibits, Visa, etc.

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Interested members are requested to submit their application along with full participation fees of Rs. 50,000/- by way of RTGS as details given in the EPCH application form or through a Demand Draft/Pay Order drawn in favour of **Export Promotion Council for Handicrafts** payable at New Delhi latest by **20<sup>th</sup> November 2017**. In case of withdrawal of participation after the confirmation of participation, the application money will be forfeited.

Kindly submit your application with 4 very good quality product photographs that you intend to display in the BSM. Please note, these photographs will be forwarded to the marketing agency in South Africa to locate buyers of such products who will then be invited for meetings with you during the Buyer Seller Meet in Durban and Johannesburg. For any information on the subject, please feel free to write to Mr. Sushil Kumar Agrawal, Assistant Director, EPCH on [ihgf@epch.com](mailto:ihgf@epch.com) or call at 011-26135256 (ext. 110).

Thanking You,

Yours faithfully



**R. K. Verma**  
Director

Encl.: As above.

<b>Account Details of EPCH for making RTGS transfers</b>	<b>EXPORT PROMOTION COUNCIL FOR HANDICRAFTS</b> <b>Beneficiary Address:</b> "EPCH HOUSE" Pocket 6 & 7, Sector-C, L.S.C. Vasant Kunj, New Delhi-110070 <b>Bank Name:</b> ORIENTAL BANK OF COMMERCE <b>Branch Name:</b> MAHIPAL PUR , NEW DELHI - 37 <b>Current Account No:</b> 00291010002970 <b>RTGS/IFSC Code No:</b> ORBC 0100029 <b>Branch Code:</b> 0029
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## FACT SHEET

<b>South Africa</b>	South Africa today is one of the most sophisticated African emerging markets globally. South Africa's GDP growth rate is forecast to increase in 2017 and improve. Economic growth of 1.3 per cent is projected for 2017, reaching 2.2 per cent by 2019. The positive trajectory marks a break with several years of declining growth. The exports of last five years indicate that the exports are increasing. Since the economy of South Africa is stable, wages have risen as a result of higher productivity, boosting national living standards. The life styles of the people are changing and hence there is a growing demand.
<b>Durban</b>	Situated on the eastern seaboard of South Africa, <b>Durban KwaZulu-Natal</b> has direct access to both the Indian and Pacific Ocean rims. The region's strategic geographical position on world trade routes provides access to major global markets, such as the America's, Europe and the East and the whole continent of Africa. The province is strategically positioned by being home to two of Africa's busiest and largest ports, Durban and Richards Bay. Durban is the global business gateway to South Africa, Africa and the world. The City of Durban sits with Johannesburg and Cape Town as the 3 major metro Cities in South Africa. The city's economic growth outstrip average growth rates in South Africa, and are also higher than those of many other major centers It has a large number of people of British descent and has the most Indians of any city outside India.
<b>Johannesburg</b>	<b>Johannesburg</b> is the largest city in South Africa and is one of the 50 largest urban areas in the world. It is the provincial largest city in Gauteng, which is the wealthiest province in South Africa. Johannesburg is one of the world's leading financial centers and it is the economic and financial hub of South Africa, producing 16% of South Africa's gross domestic product, and accounts for 40% of Gauteng's economic activity. In a 2008 survey conducted by MasterCard, Johannesburg ranked 47 out of 50 top cities in the world as a worldwide center of commerce (the only city in Africa).
<b>Activity</b>	"Buyer Seller Meet" in South Africa (Focus Africa Region) <ul style="list-style-type: none"> <li>• Durban (18 &amp; 19 January 2018)</li> <li>• Johannesburg (22 &amp; 23 January 2018)</li> </ul>
<b>Product Profile</b>	Home Textiles, Carpets, Rugs, Furniture & Accessories, Houseware & Decoratives, Stoles, Scarves, Shawls, Garments, Apparel, Fashion Accessories and Jewellery, Christmas Décor, Incense & Aromatics, etc.
<b>Visitors Profile</b>	The target audience will come from the following industry sectors:- <ul style="list-style-type: none"> <li>• Importers &amp; Wholesalers</li> <li>• Online Retail</li> <li>• Independent Retailers</li> <li>• Visual Merchandising &amp; Styling and Architecture</li> <li>• Interior Decoration &amp; Design</li> </ul>
<b>Currency &amp; Exchange rate</b>	The South African Rand is the currency of South Africa. 1 Rand = Rs. 5.00

### Handicrafts Exports to SOUTH AFRICA (Value : US\$ million)

Sl. No.	Year	India's Handicrafts Exports	India's Handicrafts Exports to South Africa
1	2012-13	2288.76	22.83
2	2013-14	2853.68	21.18
3	2014-15	3263.14	19.60
4	2015-16	3292.75	20.71
5	2016-17	3639.05	19.52

\* Source: DGCI&S, Kolkata



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Application form

## PARTICIPATION IN “BUYER SELLER MEET” IN SOUTH AFRICA (FOCUS AFRICA REGION)

“DURBAN – 18 & 19 JANUARY 2018” & “JOHANNESBURG – 22 & 23 JANUARY 2018”

(FILLING OF ALL THE COLUMNS IS MANDATORY)

Last date for submission 20<sup>th</sup> November 2017

1.	Name of the Organization												
2.	Address for Correspondence												
3.	Contact Executive												
4.	Telephone												
		City code -	Number										
5.	Mobile												
6.	Fax												
		City code -	Number										
7.	Email												
8.	Website												
9.	EPCH Membership No.												
10.	Import Export Code No.												
11.	PAN No.												
12.	CIN No.												
13.	Aadhaar Card No.												
14.	GST No.												
15.	Status of the Company <small>[Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]</small>	<input type="checkbox"/> Proprietorship				<input type="checkbox"/> Partnership							
		<input type="checkbox"/> Pvt. Ltd.				<input type="checkbox"/> Limited							
16.	Type of Business	<input type="checkbox"/> Manufacturer Exporter				<input type="checkbox"/> Merchant Exporter							
17.	Name & Designation of the Person Traveling <small>[Please enclose the Xerox copy of Frist &amp; Last page of passport]</small>	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.											
		_____											
18.	Products to be Displayed <small>[Pl. enclose 4 very good quality photographs of the products you intend to display.]</small>	<input type="checkbox"/> Home Textiles, Carpets, Rugs & Made-up <input type="checkbox"/> Furniture & Accessories <input type="checkbox"/> Houseware & Decoratives <input type="checkbox"/> Stoles, Scarves & Shawls <input type="checkbox"/> Garments & Apparel <input type="checkbox"/> Fashion Accessories and Jewellery <input type="checkbox"/> Other _____											
19.	Export Performance of Handicrafts items only	2014-15				2015-16				2016-2017			

Place:

Date:

Signature & Stamp: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

## TERMS AND CONDITIONS

### 1. Space Booking:

Application in prescribed format for participation in overseas activities of the Council to be submitted within the prescribed date for booking of space.

### 2. Allotment of space to the Participants:

The Council reserves the right to select the participants. Submission of application for booking of space does not confer a right for allotment of space.

### 3. Withdrawal & Refund of Participation Fee:

No refund will be considered once the participation has been confirmed by the Council. Members may please note withdrawal after selection will not be allowed. If withdrawn, the amount deposited by the applicants towards their participation shall be forfeited

### 4. Visa:

- i) The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Senior Officer of the company.
- ii) The approval of participation does not confer any right for grant of visa. No claim for refund of participation charges would be entertained on account of denial/delay of visa
- iii) Since space booked on behalf of the participating company, therefore, Council has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., therefore, it will not be possible to consider any refund request on account of denial of visa/delay of visa.
- iv) Kindly enclose copy of passports of persons travelling for the exhibition and fill in the below columns.

Name of the Company	Name of the Representative(s)	Date of Birth	Passport No.	Date of Issue of Passport	Date of Expiry of Passport	Place where application to be filed for visa invitation

### 5. General:

(i) Only goods of Indian origin will be allowed for display at the Buyer Seller Meet.

(ii) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits. Subletting of space is not permissible. Violation of this clause and the code of conduct of the exhibitor may lead to cancellation of space allotted, forfeiture of space rent and debarring the member exporter from the future participations.

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I have read, understood and accept the terms and conditions for participation in the above Fair through the Council.

I hereby enclosed the RTGS / Demand Draft No. \_\_\_\_\_ Dated \_\_\_\_\_ for Rs. \_\_\_\_\_/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in **BUYER SELLER MEET IN DURBAN & JOHANNESBURG, SOUTH AFRICA**.

Place: \_\_\_\_\_ Signature & Stamp: \_\_\_\_\_

Date: \_\_\_\_\_ Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**Encl.** 1. RTGS No. / Demand Draft of participation charges

2. 4 product photographs

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