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Ref. No: CAPEXIL/ED/Source India/IRAN, ARGENTINA & NIGERIA/ Dated 27th November, 2017

*Dear Esteemed Members,*

*We are delighted to inform that CAPEXIL and few other trade bodies with the support of MOC&I is organising the following Source India Shows cum buyer seller meet with a focus on cost effective promotion of Indian businessmen in the respective countries and facilitate direct access to potential buyers and influential decision makers. It will gather an audience of about 3000 trade visitors from the countries below and other neighbouring countries where approximately 200 Indian exhibitors will exhibit their products.*

**About Source India**

*“Source India” is a unique platform designed to establish India as a major sourcing hub especially in unexplored and potential international market.*

*The prime objective of “Source India “is to provide an economical yet trusted and credible platform for Indian exporters and traders for venturing into new and less explored potential countries and generate export orders.*

*With researched backed selection of focused product specific exhibit zones and Industry specific visitor promotion including unique “Hosted Buyer” and “Exhibitor Wish list” Programmes each edition of “Source India” offers “relevant Business Meetings” for each exhibitors.*

**PROMOTIONAL PLAN**

1. **Hosted Buyer Programme.**
2. **Buyer Nomination through Exhibitor Wish list.**
3. **Import Association Tie-up.**
4. **Bill Board.**
5. **News Paper advertisement.**
6. **Trade Journals advertisement.**
7. **Radio / FM Promotion.**
8. **Cluster Based Marketing.**
9. **Activation in Major Dealer Outlets.**
10. **SMS Campaign.**
11. **Database Marketing Through EDM.**
12. **Social Media Marketing.**
13. **Dedicated Marketing through Call Centers.**

***SOURCE INDIA IN IRAN :-***

***DATES :-******12 February - 14 February 2018***

***VENUE :- South Musalla, Exhibition Centre Tehran , Iran.***

*Iran is the second largest economy in the Middle East & North Africa (MENA) region after Saudi Arabia, with an estimated Gross Domestic Product (GDP) in 2016 of $412.2 billion. It also has the second largest population of the region after Egypt, with an estimated 78.8 mn people in 2015. With end of international sanctions on Iran, India’s access to the West Asian country has increased immensely. Iran imported USD 46 billion worth of products from the world in 2016. India exported USD 2 billion worth of products to Iran making it the 10th largest exporter to Iran and thus creating a huge opportunity for India for expanding its market share in Iran.*

***Exhibit Profile :-***

**Building Construction Materials, Rubber, Auto Tyres & Tubes, Paints, Varnishes & Printing Ink, Paper & Paper Products, Books & Publications, Chemical & Allied Products,** Food & Agriculture, Transportation & Logistics, Raw& Processed Food, Healthcare and Pharma, Industry chemicals, Food Processing Equipments, Healthcare technology and equipment, Agro Chemicals, Textile and Apparel, Medical Tourism & Wellness centers, Various Dye intermediates, Yarns and fibres, Pharmaceuticals and processing, IT and Telecom, Home textiles and furnishings, Engineering & Auto components, Cloud computing, Connected TV &IPTV, Men's, Women's & Children's Clothing, Batteries, UPS system, Cable &Wire, Data Management & Security, Construction & Infrastructure, Auto Components, Infrastructure, Cable and Broadband, Power & Renewable Energy, Engineering equipments, Heavy Equipment & Technology.

***Subsidized packages for participation :-***

***9 Sqm standard package\* - Rs.1,10,000.00/- All Inclusive***

***Includes -***

**a.**    **Built-up Booth 9 sqm including 1 Table, 3 Chairs, 3 Spotlights, Wastebasket, Carpet and Power socket**

**b.    4 Nights Hotel on Twin Sharing Basis for 1 PAX**

**c.    Daily Venue Transfers in Group for 1 PAX.**

**d.    Return Economy Air Fare for 1 PAX ( EX- Delhi & Ex- Mumbai Only)**

**e.    Airport Group Transfer.**

***Please note: MAXIMUM 20 MEMBER EXPORTERS MAY AVAIL THIS BENEFIT THROUGH CAPEXIL.***

***For any additional space booking over and above, 9 SQM as included in the package by any interested member firm, it would be subject to availability of space & at additional cost as may be applicable.***

**This offer is valid only till 15th December,2017 (Friday)**

**Relevant Trade data given below**

***SOURCE INDIA IN ARGENTINA :-***

***DATES :-******28 February - 02 March 2018***

***VENUE :- Centro Costa Salguero, Buenos Aires, Argentina.***

*Argentina is 45th largest import economy in the world. The economy of Argentina grew by 2.1% in 2015.Bilateral trade between India and Argentina was worth US$2.6 billion in 2014. India exported US$516 million worth of goods to Argentina in the year 2015.There’s a preferential trade agreement between India and Mercosur(Argentina is a member). Nearly thirteen Indian Companies have established operations in Argentina. Argentinean investment in India stands at $ 120 million.*

***Exhibit Profile :-***

**Building Construction Materials, Rubber, Auto Tyres & Tubes, Paints, Varnishes & Printing Ink, Paper & Paper Products, Books & Publications, Chemical & Allied Products,** Auto Components, Plastic packaging Equipment &Services, Healthcare & Pharma, Parts & components, Machinery for Printing &Packaging, Pharmaceuticals and processing, Electronics & systems Engineering, Healthcare technology, Accessories Batteries, UPS system, Hospital equipments, Infra and Build, Hand tools, screws, fasteners, Power & Renewable Energy, Electrical/Electronic equipment, Various Dye intermediates, Transportation & Logistics, Textiles and Handicrafts, Industry chemicals, Heavy Equipment & Technology, Home textiles and furnishings, Agro Chemicals, Plastic and Rubber, Yarns and fibres, Plastic/Rubber Machinery, Men's, Women's & Children's Clothing

***Subsidized packages for participation :-***

***9 Sqm standard package\* - Rs.1,30,000.00/- All Inclusive***

***Includes -***

**a.**    **Built-up Booth 9 sqm including 1 Table, 3 Chairs, 3 Spotlights, Wastebasket, Carpet and Power socket**

**b.    4 Nights Hotel on Twin Sharing Basis for 1 PAX**

**c.    Daily Venue Transfers in Group for 1 PAX.**

**d.    Airport Group Transfer.**

**e.    Visa Invitation & Stamping.**

***Please note: In addition to above, Reimbursement of Air Travel (Partial or Full for One Person from One Company in Economy Excursion Class) may be provided to the eligible member exporters as per Operational Guidelines of MAI Scheme subject to approval of the MOC&I. MAXIMUM 20 MEMBER EXPORTERS MAY AVAIL THIS BENEFIT THROUGH CAPEXIL.***

***For any additional space booking over and above, 9 SQM as included in the package by any interested member firm, it would be subject to availability of space & at additional cost as may be applicable.***

**This offer is valid only till 15th December,2017 (Friday)**

**Relevant Trade data given below**

***SOURCE INDIA IN NIGERIA :-***

***DATES :- 27 - 29 March 2018***

***VENUE :- Eko Hotel & Convention Center, Lagos, Nigeria.***

*Nigeria often referred to as “Giant of Africa”, is the world's 20th largest economy of the world, worth more than $500 billion in nominal GDP & $1 trillion in Purchasing Power Parity. Imports grossed over US$ 42.1 billion during financial year 2015-16. Indian exports to Nigeria during the same period touched US$ 1.74 billion. Thus there is a huge scope for Indian companies to expand their business in this country. Its re-emergent manufacturing sector became the largest in the continent in 2013, and it produces a large proportion of goods and services for the West African subcontinent.*

***Exhibit Profile :-***

**Building Construction Materials, Rubber, Auto Tyres & Tubes, Paints, Varnishes & Printing Ink, Paper & Paper Products, Books & Publications, Chemical & Allied Products**, Auto Components, Engineering, Healthcare & Pharma, Parts & components, Engineering equipments, Pharmaceuticals and processing, Electronics & systems, Batteries, UPS system, Cable & Wire, Healthcare technology and equipment, Repair & maintenance, Electrical & Electronic equipment, Medical Tourism & Wellness centers, Plastic and Rubber, Infra and Build, IT & Telecom, Plastic/Rubber Machinery, Heavy Equipment & Technology, Infrastructure, Cable and Broadband, Plastic packaging, Power & Renewable Energy, Data Management Security, Food and Agriculture, Transportation & Logistics, Cloud computing, Connected TV and IPTV, Raw and Processed Food, Equipment/Technology for food processing

***Subsidized packages for participation :-***

***9 Sqm standard package\* - Rs.95,000.00/- All Inclusive***

***Includes -***

**a.**    **Built-up Booth 9 sqm including 1 Table, 3 Chairs, 3 Spotlights, Wastebasket, Carpet and Power socket**

**b.    4 Nights Hotel on Twin Sharing Basis for 1 PAX**

**c.    Daily Venue Transfers in Group for 1 PAX.**

***Please note: In addition to above, Reimbursement of Air Travel (Partial or Full for One Person from One Company in Economy Excursion Class) may be provided to the eligible member exporters as per Operational Guidelines of MAI Scheme subject to approval of the MOC&I. MAXIMUM 10 MEMBER EXPORTERS MAY AVAIL THIS BENEFIT THROUGH CAPEXIL.***

***For any additional space booking over and above, 9 SQM as included in the package by any interested member firm, it would be subject to availability of space & at additional cost as may be applicable.***

**This offer is valid only till 15th December,2017 (Friday)**

**Relevant Trade data given below**

***In view of above, applications are invited from member exporters of CAPEXIL to actively participate.***

***Kindly send your 1) FORMAL APPLICATION BY RETURN MAIL TO*** [***ed@capexil.in***](mailto:ed@capexil.in)**,** [***secretariat@capexil.in***](mailto:secretariat@capexil.in) ***&*** [***accounts@capexil.in***](mailto:accounts@capexil.in) ***to confirm your participation before ALL SOLD OUT :-***

1. ***IN EXCEL FORMAT DULY FILLED-IN ALL COLUMNS WITHOUT SEAL AND SIGNATURE***
2. ***IN SCAN COPY WITH SEAL AND SIGNATURE***
3. ***PAYMENT THROUGH RTGS/NEFT (BANK DETAILS GIVEN IN THE APPLICATION)***
4. ***ALL ENCLOSURES AS STATED AT THE BOTTOM OF THE APPLICATION***

***For any further query, pls. contact below CAPEXIL Officials to assist you.***

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| ***Shri Kuntal Ghosh, CAPEXIL, Kolkata***  ***Mobile: +91 9674992355 / +91 9433912355, Tel.: 033 2289 1721/23/25***  ***Email:*** [***accounts@capexil.in***](mailto:accounts@capexil.in) |

*Kind regards,*

*Sd/-*

*T. K. Bhattacharyya*

*Executive Director, CAPEXIL*

*Tel.: 033 2289 1721/23/25*

*Email: ed@capexil.in*

***Encl.: Registration Form in Specific Format***