

ITPO/BKG/Automechanika/Sept.-2019

20-May-2019

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**Sub : Automechanika, Johannesburg, South Africa, September 18-21, 2019**

Dear Prospective Exhibitor,

**India Trade Promotion Organisation (ITPO)** is organizing National participation of Indian companies in the **Automechanika 2019** during September 18-21, 2019 to be held in **Johannesburg Expo Centre**, Nasrec, Johannesburg, South Africa. **Website :** <https://automechanikasa.co.za/>

2. Automechanika 09-2019, being organized by Messe Frankfurt, Germany presents an ideal opportunity to promote the exports of Indian Auto Parts and Components [Mechanical (including Rubber), Electrical & Electronics] to the growing market of South Africa which is also a supply hub for the African Continent and Gulf Countries. Also there are **two co-located events** as below :

- i) Scalex Expo, Johannesburg – For transport systems, infrastructure and logistics solutions.
- ii) Futuroad Expo, Johannesburg – Commercial vehicles such as trucks, buses, trailers, vans etc.

3. Booths are available in the size of **9 sq. mtrs.** as per floor plan of Hall 5 (**enclosed**), under **pre-fabricated shell scheme** without shipment facility, with standard furniture. The corner booth will be provided only in case of availability and shall attract premium. ITPO shall only provide a standard booth with fascia, lights, carpet, standard display aids and furniture. The participant of each 9 sqm booth shall be eligible for 02 exhibitor passes.

4. **Shipment of Exhibits** : Shipment of exhibits by sea or air, at your choice and additional expenses, can be arranged through any of the 05 Custom House Agents (CHAs) empanelled with ITPO, specializing in door to door exhibition services. Link : <http://indiatradefair.com/information/details/CHAs> The shipment shall be the sole responsibility of the participating exhibitor.

5. **Air Tickets, Hotel and Fooding** : Air tickets, hotel and fooding etc. shall be arranged by respective exhibitors at their own additional costs with necessary logistic support only from ITPO. We are, however, exploring group arrangements from overseas tour operators.

6. **VISA** : ITPO shall issue a recommendation letter for visa addressed to the Embassy of South Africa upon receipt of complete documents and full participation charges for genuine companies. However, obtaining business visa shall be the sole responsibility of the exhibitor and ITPO shall in no way be held responsible for refusal of the same on any grounds. Any refunds shall be as per clause 4(v) of Rules & Regulations.

7. **Participation Charges** : The participation charges have been tentatively worked out to Rs.3,12,000/- (Rupees Three Lakhs Twelve Thousand Only) for a standard non-corner booth of 9 sqm under pre-fabricated shell scheme with standard furniture. The corner booth shall attract an additional amount of Rs.20,000/- against each additional edge/counter space. **ITPO has tentatively booked an area of 162 sqm for India Pavilion with the condition that in case ITPO is going below 100 sqm in space then the arrangement for per sqm stand will be re-invoiced to ITPO and accordingly approximately Rs.15,000/- per 9 sqm shell booth shall be charged additionally from each participant.** Although we expect to book/sell the entire area of 162 sqm, however, the budget proposal is under submission for consideration/concurrence/approval by Finance/higher authorities.

8. Please send the following to book your booth on first- come, first-served basis :
- Application form duly filled in (blue ballpoint) signed and stamped by the authorized signatory.
  - Rules and regulations signed and stamped, each page.
  - Company's GST Registration Certificate & Company's PAN Card (duly attested)
  - Advance booking amount of Rs.2,00,000/- (Rupees Two Lakhs only)** by NEFT/RTGS as per bank details given below, only if you can e-mail PDF of transfer advice of bank. Else by DD in the name of beneficiary.

1	Name of Beneficiary	<b>INDIA TRADE PROMOTION ORGANISATION</b>
2	Bank Name	HDFC Bank Limited
3	Branch Name and Address	G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi – 110001
4	Account Type	Saving
5	Bank Account No.	00031110005078
6	IFSC Code	HDFC0000003
7	PAN No. of ITPO	AAATI2955C
8	Provisional GSTIN No	07AAATI2955C1ZX

9. The circular letter, fact sheet, rules & regulations of participation, application form and floor plan can be downloaded/ printed from the link : [http://indiatradefair.com/uploads/abroad/Automechanika02\\_04\\_19\\_merged.pdf](http://indiatradefair.com/uploads/abroad/Automechanika02_04_19_merged.pdf) . These are also available as separate files on ITPO Corporate Website : [www.indiatradefair.com](http://www.indiatradefair.com) under tab Exhibitions/Abroad/Overseas events for year 2019-20 (copy enclosed). For any clarification Shri Tarachand Verma, Team Member may be contacted at 098.11.333.113 and [vermatc73@gmail.com](mailto:vermatc73@gmail.com)
10. If you wish to deduct TDS @ 2% under Section 194C of Income Tax Act, as currently applicable kindly include the additional amount equal to TDS in the payment, which shall be refundable upon receipt of your TDS certificate, after fair.
11. Please note NIL Goods & Services Tax (GST) is applicable/payable to Govt. of India, for participation in exhibitions abroad by Indian companies.
12. Booth rental/ participation charges shall be confirmed shortly upon formal approval of the fair budget, already submitted.

Thanking you,

Yours sincerely,  
for India Trade Promotion Organisation

(Er. Basant Kumar Garg)

Senior Manager

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