

Sub: Jewellex'2014, Sandton Convention Centre, Johannesburg – August 2-4, 2014

Dear Sir/Madam,

India Trade Promotion Organisation is organizing the India Pavilion at JewellexAfrica'2014 being held from August 2-4, 2014 at Sandton Convention Centre, Johannesburg, South Africa.

Jewellex Africa is the premier trade fair of the South African Jewellery Industry and is being organized for the last 40 years. This event showcases new merchandise lines and the most exclusive and extensive range of jewellery and related products. The fair has been of interest to the local and international retail & wholesale jewellery industry. The 3 days show attracts exhibitors from South Africa, other African countries and international participants. Jewellex' 2013 attracted 1957 visitors including overseas visitors from 18 countries. Jewellex Africa is a B2B show. For more details on the show, please visit the show website : www.jewellex.co.za

Products for display include diamonds, fine jewellery, silver jewellery, pearls, titanium jewellery, fashion jewellery and accessories, watches, clocks & accessories, writing instruments display/packaging, equipment & tool supplies & services etc. South Africa's imports on jewellery was to the tune of US\$ 907 million in 2013 and main articles of imports include diamonds, articles of jewellery, imitation jewellery, precious and semi-precious stones. India's exports to South Africa amounted to US\$ 72 million accounting for around 8% of total imports of jewellery by South Africa.

Africa, being a focus country identified by DoC for Export promotion, the event has received grant from the Government and is heavily subsidized. Participation charges for the fair would be approximately Rs.75,000/- for a booth of 9 sq.mtrs. which would include necessary furniture, lighting and display aids. Additional space would be available in multiples of 9 sq. mtrs. An additional 10 % would be charged for corner booths and will be allocated on first-cum-first-served basis. Any additional display aids required by the participants can be procured from the Contractor on direct payment.

The import duties into South Africa from countries, other than EU, is 20%. There is also a 14% VAT implication on imported jewellery. In terms of temporary imports for fairs, companies usually utilise the ATA Carnet system in which there are no import duties or VAT applicable.

There will be a 24-hour armed security contingent provided by the Fair Authorities for the duration of the Fair. A limited number of safes are available for hire for the duration of the Fair on a first-come-first-served basis. The cost of hiring a safe includes delivery and collection. Participants may hire safes for their exhibits, if required, by paying directly to the Contractor. Participating companies would be responsible for all their insurance requirements and must ensure they have adequate cover for all exhibits, display material and public liability.

We are sure you would like to avail the opportunity to explore and increase exports to the region by participating in Jewellx Africa. Application form for participation, along with rules and regulations are attached for information. For confirming participation in the show, please send us the filled in application form along with advance participation charges by demand draft of Rs. 40,000/- in favour of India Trade Promotion Organisation payable to New Delhi.

Please contact the undersigned for any clarifications/ information.

Thanking you,

Yours faithfully,

Ms. Hema Maity
Senior Manager
Cell: 919971240168