

Dear Sir/ Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO) will be organizing national participation in the 38th edition of Dar-es-Salaam International Trade Fair (DITF) to be held during June 28 to July 8, 2014.

The principal objective of organizing participation in the event is to encourage and promote Indian exports through joint ventures, technology transfer, marketing arrangements to business partners in Tanzania and building a strong image of Indian products.

The Dar-es-Salaam International Trade Fair has established itself over the years as the gateway to the East, Central and Southern African Regions. The Fair acts as one-stop-shop for reaching to countries such as Kenya, Uganda, Rwanda, the Democratic Republic of Congo, Zambia, Malawi, Zimbabwe and Botswana.

The Fair enjoys the patronage of the Tanzanian business community, who both exhibit and use it as a forum for business exchanges. The Fair enjoys support of the Government through the Ministry of Industry and Trade. It is also supported by the Tanzanian Chamber of Commerce, Industries and Agriculture and the Confederation of Tanzanian Industries as well as other Institutions in the country. Presence of a sizeable Indian Community enables easy access to penetrate the African market.

Tanzania's major imports from India include petroleum products, pharmaceuticals, motor vehicles (including auto parts), electrical machinery/equipment, yarn, apparel & clothing, articles of iron & steel, plastic products including synthetic polymers, inorganic/organic/agro-chemicals, rubber items including tyres, cotton fabrics, etc.

Products that have potential for exports from India include Agriculture Products – Food & Beverages, Textiles, Garments and Yarns, Manufactured Products, IT & Communication, Computer Softwares, Electrical Goods & Appliances, Farm Implements, Chemicals, Pharmaceuticals, Traditional Medicines & Cosmetics, Beauty and Healthcare products, Hotel & Hospitality and Tourism, Medical Tourism, Consultancy services, Machinery & Engineering Products, Building & construction materials (Iron Sheets, Paints etc.), Plastic & Rubber products, Handicrafts, Paper and paper products, Packaging, Crop protection and Animal health products, Farm Inputs, Dairy and meat products, Footwear, etc.

The participation is being organized with MAI support from the Department of Commerce. The subsidized rentals are Rs.8,000/- per sq. mtr. (approx), under shell scheme. A fact sheet on the event is enclosed.

The participation in Dar es Salaam International Trade Fair offers an ideal platform to show-case the strides made by India in various sectors. We, accordingly, look forward to your confirmation of participation.

For further details you may like to contact Shri R. P. Sharma, Manager, ITPO e-mail rpsharma@itpo.gov.in, Mobile 9868 305733, Phone 2337 1545.

Yours faithfully,

(V. Meera)
General Manager