

THIS MEMORANDUM OF UNDERSTANDING (the "MOU") is made on 07.06.2018.

Between

**INDIA TRADE PROMOTION ORGANISATION**, a company incorporated in the Republic of India and having its registered office at Pragati Bhawan, Pragati Maidan, New Delhi – 110 001, India ("ITPO");

And

**SINGEX VENUES INTERNATIONAL PTE. LTD.** (Company Registration No. 201327365Z), a company incorporated in the Republic of Singapore and having its registered office at 1 Expo Drive, #02-01, Singapore 486150 ("SVI"),

(hereinafter jointly referred to as the "Parties" and individually as a "Party").

**WHEREAS:**

ITPO is the premier trade promotion agency of the Ministry of Commerce and Industry (Government of India) and is committed to showcase growth and progress achieved by the country in various sectors of industry and spectrums of trade and commerce. ITPO's objective is to promote and facilitate the export of Indian products and services globally through a range of activities which includes organizing trade fairs and exhibitions in India and overseas.

SVI is a company providing exhibitions and conventions venue management, training and consultancy services globally. It offers customized venue solutions based on the client's need and requirements.

The Parties agree to mutually provide assistance and collaboration principally on the terms as set out in this MOU and on other terms and conditions to be mutually agreed upon.

#### 4. EXHIBITIONS AND TRAINING

**NOW, THE PARTIES DECLARE THEIR INTENTIONS AS FOLLOWS:**

##### 1. NEGOTIATION

The Parties agree to negotiate the details of the intended arrangements under this MOU in good faith and shall promptly provide the necessary information to the other Party.

##### 2. OBJECTIVES

The intent and objective of the Parties is to cooperate and exercise their best efforts in augmenting bilateral commercial activity for the benefit of Singapore and Indian business communities, particularly the Micro, Small and Medium Enterprises; thereby, strengthening economic ties between Singapore and India. The Parties will create favourable conditions for long-term cooperation in the field of exploring Bilateral Trade Promotion Activities through trade fairs, buyer-seller meets and other promotional tools, etc.

##### 3. POSSIBLE AREAS OF COOPERATION

- 3.1 The Parties will mutually cooperate on evolving strategies for enhancing bilateral trade and commerce between both countries.
- 3.2 The Parties will create and promote favourable conditions for long-term cooperation in the field of exploring bilateral trade promotion activities through organising of trade fairs, conferences, seminars, events, business delegations, buyer-seller meets, product displays besides using other promotional tools.
- 3.3 The Parties may jointly conduct cost-free baseline study, for general purposes for the benefit of both Parties, and wherever possible, introduce to each other platforms for cooperation through activities such as trade fairs and exhibitions, conferences, seminars, buyer-seller meets, workshops, etc.
- 3.4 The Parties shall assist each other's management teams through innovative models of cooperation in upgrading their overall capabilities, in the form of training and reviewing the standard operating procedures to work towards achieving the best-in-class in operations, management and service standards.

: 5 :

IN WITNESS WHEREOF the undersigned being duly authorized thereto by the respective parties, have signed this MOU.

SIGNED on \_\_\_\_\_ in two originals in the English language.

<p>For and on behalf of <b>INDIA TRADE PROMOTION ORGANISATION:</b></p> <p>Name: <i>Mr. L.C. Goyal</i> Designation: <i>Chairman and Managing Director</i></p> <p>Signature: _____ <i>fm</i></p> <p>In the presence of:</p> <p>_____ <i>Vikas</i></p> <p>Witness' signature</p> <p>Name: <i>Mr. Vikas Malhotra</i> Designation: <i>General Manager (IT)</i></p>	<p>For and on behalf of <b>SINGEX VENUES INTERNATIONAL PTE. LTD.:</b></p> <p>Name: Mr. Aloysius Arlando Designation: Chief Executive Officer</p> <p>Signature: _____ <i>A. Arlando</i></p> <p>In the presence of:</p> <p>_____ <i>Aloysius Arlando</i></p> <p>Witness' signature</p> <p>Name: Mr. Ian Goh Designation: Deputy General Manager (Centre Management)</p>
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