



**THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.**  
**FACT SHEET**

<b>Name of the Exhibition</b>	<b>SAITEX/ AFRICA BIG 7</b>
<b>Duration</b>	<b>18-20 JUNE 2023</b>
<b>Venue</b>	<b>Gallagher Convention Centre Johannesburg, South Africa</b>
<b>Brief profile of the Fair</b>	For over 28 years, SAITEX has been the gateway to unlocking the potential of inbound and outbound trade opportunities in the region. SAITEX facilitates tangible international and local trade relationships and enables the private sector to demonstrate their innovations, solutions, and services to thousands of buyers, retailers, distributors, and wholesalers from multiple trade sectors. Africa Big 7 connects the exhibitors directly with buyers across the African continent. Buyers from the food and beverage industry attend to source products, develop new partnerships, and conclude export and import deals.
<b>Fair Organizer Name, Address, Website, Phone Number</b>	India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan New Delhi-110001 <a href="https://www.indiatradefair.com/">https://www.indiatradefair.com/</a>
<b>Contact Person Name, Designation, Phone Number, E-mail ID.</b>	Mr. Shailender Chowdhary Deputy Manager (Finance) India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan, New Delhi-110001 Mobile: 9818637643 E-mail: schaudhary@itpo.gov.in
<b>Complete Bank Details of Organizer for stall payment by MSME unit</b>	Account Name: INDIA TRADE PROMOTION ORGANISATION Bank: HDFC Bank Ltd., Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001. Saving Account No: 00031110005078 IFSC Code: HDFC0000003
<b>Shell Scheme Standard Booth Size (sqm)</b>	<b>9 sqm</b>
<b>Shell Scheme Standard Booth Charges (per 9 sqm booth)</b>	<b>INR 2,97,000</b> <b>(10% Extra charges for corner booths)</b>
<b>Inclusions in each standard shell scheme booth (9sqm)</b>	Constructed booth having standard furniture, display aid, lighting, carpet, etc.
<b>Exhibit Profile</b>	<b>SAITEX:</b> Electronic systems/appliances, Textiles and apparel, Footwear and leather products, Office equipment, furniture and stationery, Innovative products & new patents, Beauty and cosmetic products, Machinery for manufacturing and packaging, Plumbing products and sanitaryware, Light building and construction machinery, Hardware and DIY products. <b>AFRICA BIG 7:</b> Food, Beverages and related machinery/equipment.

<b>Procedure for Application</b>	<p>MSMEs applying under IC/SMAS scheme shall submit all requisite application documents as per guidelines, within the timeline at the nearest NSIC field office for taking prior approval from Ministry of MSME. If their application is approved by Ministry of MSME, MSMEs can claim reimbursement after the event as per IC/SMAS norms. If the application is not approved, units shall have to bear the participation expenses.</p> <p>Note: Approved MSMEs will make the payment towards stall charges directly to the fair organizer- India Trade Promotion Organisation, as per Bank Account details mentioned above.</p> <ul style="list-style-type: none"> <li>• <b>Under IC scheme:</b> <i>Maximum stall rent reimbursement upto Rs. 3 Lakh per unit or actuals, whichever is less + reimbursement of airfare (100% of the economy class airfare upto a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower) and freight (Actuals upto maximum of Rs. 50,000/-) subject to conditions mentioned in IC scheme.</i></li> <li>• <b>Under SMAS scheme:</b></li> </ul> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <tr> <td rowspan="3" style="padding: 2px;">Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight &amp; DA)</td> <td style="padding: 2px;">Micro SC/ST unit</td> <td style="padding: 2px;">INR 3.00 Lakh</td> </tr> <tr> <td style="padding: 2px;">Small SC/ST unit</td> <td style="padding: 2px;">INR 2.50 Lakh</td> </tr> <tr> <td style="padding: 2px;">Medium SC/ST unit</td> <td style="padding: 2px;">INR 1.50 Lakh</td> </tr> </table>	Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight & DA)	Micro SC/ST unit	INR 3.00 Lakh	Small SC/ST unit	INR 2.50 Lakh	Medium SC/ST unit	INR 1.50 Lakh
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**Note:** Before submitting the application, kindly ensure the compliance of the following:

1. **International Cooperation Scheme & Special Marketing Assistance Scheme issued by Ministry of MSME and the Guidelines for participation in International exhibitions through NSIC** should be carefully read and complied to avoid any miscommunication for participation.
2. All requisite documents should be submitted along with **Application Form** at the nearest branch office of NSIC before the cut-off date mentioned below. **No application will be accepted at Head Office directly.**
3. **Last date for submission of application**, complete in all aspects at the nearest NSIC office is **09-05-2023**.
4. Selection will be on 'first come first serve basis'.
5. Submission of application for participation does not automatically confer a right for allotment of stall. Approval of application rests with Ministry of MSME/NSIC.
6. The exhibition should be attended by Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.
7. Approved MSMEs will themselves make all necessary arrangements w.r.t. their participation i.e. stall booking, flight booking, boarding & lodging, obtaining visa, freight arrangement etc. and claim the admissible amount as per IC/SMAS scheme guidelines subject to timely submission of all requisite claim documents after the event.
8. The right to issue/reject visa lies with the concerned Embassy/Consulate and NSIC will not be held liable in case of non-issuance of visa.
9. Reimbursement to approved MSMEs will be restricted to the maximum limit prescribed for various components under IC/SMAS schemes and subject to submission of all requisite claim documents within 30 days after the completion of fair. **Expenditure over and above the subsidy ceiling amount is to be borne by the unit.**
10. MSMEs are advised to carefully read the International Cooperation Scheme & Special Marketing Assistance Scheme issued by Ministry of MSME and the Guidelines for participation in International exhibitions through NSIC for the provisions/subsidy limits etc. under the respective schemes before submitting application. The same are available on [www.nsic.co.in](http://www.nsic.co.in). An undertaking in this regard should also be obtained by the field offices from the units to avoid any misunderstanding at a later stage.
11. **The Corporation reserves the right to cancel the event in case of insufficient applications.** There is a requirement of minimum 10 MSMEs under IC scheme and 5 SC/ST MSMEs under SMAS scheme for participation in international exhibitions/trade fairs abroad.

**For any queries you may contact:**  
 Nearest NSIC Field Office (contact details available on [www.nsic.co.in](http://www.nsic.co.in))  
 or  
 IC Division, Head Office **(for any major clarifications only)**  
 E-mail: [icdivision@nsic.co.in](mailto:icdivision@nsic.co.in)

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