

Dear Sir/ Madam,

Greetings from Telecom Equipment & Services Export Promotion Council (TEPC)!

TEPC has planned to organise 'India Pavilion' in AfricaCom 2024, scheduled on November 12-14, 2024 at Cape Town, South Africa under financial support from Department of Telecommunications, Ministry of Communications, Government of India.

2. The main objective is to promote export of the state-of-the-art telecom products (hardware & software) and services for forging business alliances among India and companies of other African countries. Africom is one of the major Telecom & IT show in the South African region and is attended by major telecom players. Participation will help in showcasing Indian company's potential to deliver high quality products, technologies and services. Participation in the event will also help the Indian companies to find their business partner, sign MoU's and increase export of the company and in-turn of the country.
3. AfricaCom is the premier Pan-African communications event. For a decade, this event has comprised a high-level conference and co-located exhibition and year-on-year it continues to be the best place to meet existing clients and build new contacts in the region. Mobile Service Providers/ Operators, ISPs, other telecom network users, technology vendors, regulators and government agencies are the target visitors. This event is one of the best events, for promotion for exports of equipment & services for the entire Africa region, hosted each year in Cape Town, South Africa.
4. The direct cost of participation is ₹ 1,50,000/ Sq. Meter for built up stand for participating exhibitors. However, the subsidised cost of participation under TEPC India Pavilion is as under:
 - a. TEPC Members ₹ 51,000/ Sq. Metre
 - b. TEPC Non-Members ₹ 55,000/ Sq. Metre

The space cost will be subsidised only up to 9 Sq. Metre and the members will have to pay ₹ 150,000/- Sq. Meter for the additional space.

5. **Airfare Subsidy:** Eligible companies will be entitled for reimbursement of economy class Airfare with the ceiling of ₹70,000/- on submission of documents after the completion of the event (Only One Person Per Company i.e. only to Director, Proprietor, Partner, regular officer of the company on senior managerial position will be eligible for the Airfare Reimbursement). The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry of Communications for the said event. The company should have export less than Rs. 50 crores to be eligible for the airfare reimbursement.
6. Kindly send us the participation confirmation at the earliest so to enable us to block the space accordingly.

With regards

Arun Gupta
Director General
Telecom Equipment & Services Export Promotion Council (TEPC)