

# INDO EAST AFRICA TRADE EXPO 2023

by Forti, India

5th - 7th July 2023  
KICC , Nairobi , Kenya



## PROMOTING EXPORT FROM RAJASTHAN

FORTI brings an opportunity for all businesses in Rajasthan to represent themselves globally through IEATE 2023

### GETTING BUYERS FROM THE EAC COUNTRIES MENTIONED BELOW



Republic of the Congo



Burundi



Kenya



Rwanda



South Sudan



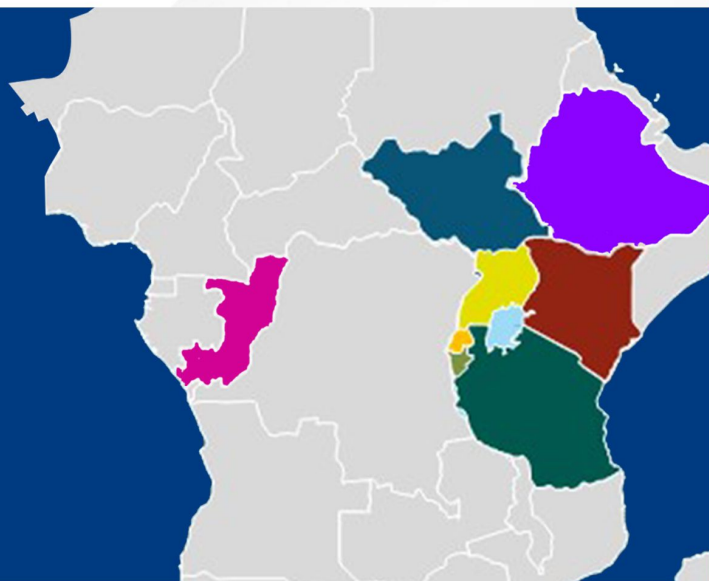
Tanzania



Uganda



Ethiopia



In Association with  
**RAJASTHAN EXPORT PROMOTION COUNCIL**



MR. ASHOK GEHLOT  
(The Chief Minister of Rajasthan)



MR. RAJIV ARORA  
(Chairman REPC  
Government of Rajasthan)

## About Organizer:

# FEDERATION OF RAJASTHAN TRADE & INDUSTRY



## **FORTI is an apex chamber of Trade & Industry of the state of RAJASTHAN.**

It is a registered body with the Registrar of Non Trading Companies. It has a membership of more than 15000+ direct members and 2,00,000+ indirect members which includes trading & industry establishments, industry specific associations, institutions besides individuals and compasses wide spectrum of industries & trade in all the sectors of the economy.

FORTI is now creating an opportunity for all the businesses here to promote themselves in the East African Market and thus promoting Make in Rajasthan to the Global level.

President of Rajasthan Association of Kenya, Dr. Sonvir Singh is the key asset to FORTI taking this initiative further by organizing the IEATE 2023 in Kenya along with FORTI.

## Idea of the EVENT:

The IEATE 2023 will be a platform for all the businesses to showcase their products and services on a global level and serve the East African market which is thus a huge market for all the Indian Manufacturers, Traders, Service Providers and Investors.

## Who will be the EXHIBITOR ?

NO. OF EXHIBITORS: 200+ Exhibitors from 10+ different Industries

### IEATE 2023 IS A MULTI SECTOR EXPO COVERING FOLLOWING INDUSTRIES



Automobile  
Parts



Healthcare &  
Medicare



Agriculture /  
Food Products &  
Machinery



Mining &  
Equipment



Marble/ Granite/  
Slabs/Tiles



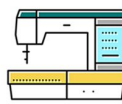
Cosmetics &  
Perfumes



Building Material  
& Hardware



Solar  
Products



Textile &  
Garments



Printing &  
Packaging



Information  
Technology

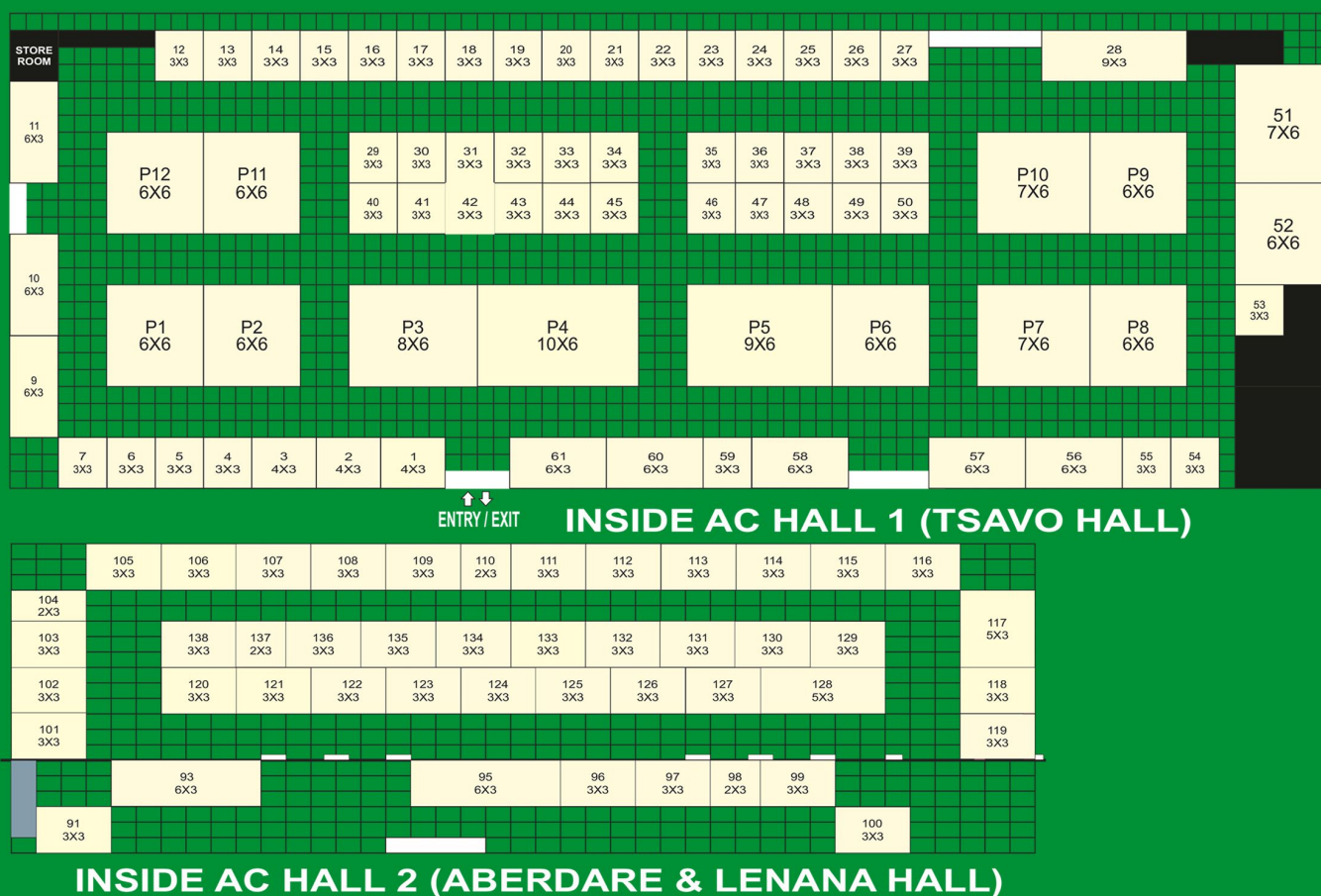
## Who will be the VISITOR ?

- Automobile Manufacturers
- Automobile Reseller
- Spare Parts Distributors/Dealers
- Service Station Owners
- Hospitals
- Clinics
- Pharmaceutical Companies
- Mining Equipment Manufacturers
- Investors
- Food Products Traders/Distributors
- Tile Manufacturers
- Hardware Manufacturing Companies
- Software Development Companies
- Hardware Manufacturers/Traders
- Import/Export Solution Companies
- Trade Associations
- Marble Traders
- Building Material Industry
- Farming/AgriTech Companies
- Cosmetic Brands/Distributors/Traders
- Textile Manufacturers/Traders
- Solar Products Manufacturers/Traders
- Mining Companies

# Facilities of the VENUE

## KICC (Kenyatta International Convention Centre)

Kenyatta International Convention Centre KICC is the largest Convention Centre in Eastern Africa with the capacity to hold a large number of delegates. Having one of the largest Tsavo ballroom with a capacity to host over 4000 delegates. KICC boasts of state of the art all round facilities such as simultaneous interpretation Equipment (SIE) with the capability of translating 7 languages, a modern business center, banking facility, Expansive grounds, ample and secure parking KICC .The Kenyatta International Convention Centre has well trained and professional employees who are happy to help and give you a world class experience.



- Air-Conditioned Halls
- Ample Car Parking Facilities
- 2500 kva Captive Power
- Service trenches for Power, Water Drain, Compress Air Data Cable etc.
- Exclusive Service Entry & Exit
- Fire Safety Provision

- Large Paved and Landscape Area for Visitors to relax
- First-aid, Wheel-chair, Ambulance fire services on request
- 24hrs CCTV Surveillance & Security Provision
- Open Air Theatre
- Cafeteria and Multicuisine Restaurant

## HIGHLIGHTS of Exhibition:

3 days exhibition focusing on:

- Dedicated area for New Product Launches • Live Demos • B2b Meeting • Investor Meet
- 200+ Exhibitors • Visitors from all EAC

## Why Export to **AFRICA** ?

Africa, the African countries are a huge potential market for the Indian manufacturers, traders and investors, because these are the countries which are not having their own products being manufactured, most of the products be it the food eatables or wearables, machinery, medication etc all are imported from the overseas thus creating an opportunity for the Indian business owners to expand their reach to these nations.

When it comes to figures, the East African Community (7 partners states consisting of Burundi, Democratic Republic of Congo, Uganda, Rwanda, Kenya, South Sudan, Tanzania) itself imports goods worth \$33.3 Billion in the last year out of which China is doing the 70% + of the total demands and India's share is not more than 20-25% , hence creating a huge gap to cover.

Thus the Indian businesses should look for a market like Africa as it is having a great demand among all the major Industries/Sectors specifically – Automobile parts, Healthcare/Medicare, Agriculture Equipment, Food Products, Mining Equipment and Machinery, Marble, Granite, Slabs & Tiles, Cosmetics, Beauty Products, Perfumes, Solar products, Hardware, Printing/Packaging Machinery and Material, Information Technology ( Software & Hardware), Textile etc.

## **ABOUT REPC !**

Rajasthan Export Promotion Council is a not-for-profit organization, constituted under the Notification of the Department of Industries and Commerce, Government of Rajasthan. The Council has been incorporated as a Company U/S 8 of the Indian Companies Act 2013. The Council will be working under the close guidance and assistance of the Government of Rajasthan. The REPC will work for the promotion of Exports in the state as per the provisions of the Foreign Trade Policy of the Government of India and policies of the Government of Rajasthan. REPC is committed to working for the overall development of all manufacturing, service, and business sectors right from entrepreneurship development, export infrastructure development, and export ecosystem development in Rajasthan.

The Rajasthan Export Promotion Council shall coordinate with all the stakeholders in the value chain and the whole process of exports to establish and enhance contacts within and outside India for better business growth. REPC shall work as a common umbrella for all sectors and all types of enterprises. The Council shall also execute the suggestions of the State level apex coordination committee (**Rajasthan Export Promotion Coordination Committee**). The council also aims to handhold the enterprises and help them explore business opportunities across the globe with the broader aim to project India as the top exporter in the World.