



Cairo, Egypt

Venue: Egypt International Exhibition Center

Date: 11 - 17 December 2018

[www.intrafricantradefair.com](http://www.intrafricantradefair.com)

06 June, 2018

**H.E. Amb. Rahul Kulshreshth**  
Ambassador of India to Egypt  
Embassy of India  
5, Aziz Abaza Street  
Zamalek  
Egypt

Your Excellency,

**Subject: Invitation to participate in the Inaugural Intra-African Trade Fair, 11-17 December 2018, Cairo, Egypt**

As you may be aware, the Arab Republic of Egypt will be hosting Africa's first ever Intra-African Trade Fair which is being convened by the African Export-Import Bank in collaboration with the African Union Commission (AUC). The Trade Fair was launched on the sidelines of the 10th Extra-Ordinary Summit of the African Union in Kigali, Rwanda on 20 March 2018. It is therefore with great pleasure, Your Excellency, that we write to invite the India Government to participate in the Inaugural Intra-African Trade Fair, which will hold during 11-17 December 2018 at the Egypt International Exhibition Centre in Cairo, Egypt.

The Intra-African Trade Fair, themed "Transforming Africa", is indeed the first of its kind in the continent. It is intended to provide a unique platform for promoting Intra-African trade and facilitating information exchange in support of increased intra-African trade, especially in the context of implementing the recently signed African Continental Free Trade Area (AfCFTA). Among others, the objectives of the Intra-African Trade Fair include: bringing together continental and global players to showcase and exhibit their goods and services, and explore business and investment opportunities in the continent; providing a platform to share investment and market information with stakeholders and to discuss and identify solutions to the challenges affecting intra-African trade promotion. Importantly also, the Trade Fair is open to non-African countries interested in doing business in Africa, and supporting its transformation through industrialisation and intra-African trade.

IATF2018 will comprise three main components:

- An exhibition: Countries and large corporates can set up Pavilions which will enable them to customise their exhibition to fit their unique requirements. This offers Indian companies as well as Indian Government Agencies opportunities to showcase their goods and services, especially those that relate to plant and machinery, infrastructure development, information and communication technology and other services. It will also provide a platform for Indian companies to identify credible partners that can facilitate Foreign Direct Investment flows necessary for expanding Africa's productive capacity.
- A B2B exchange platform where buyers and sellers (private and government entities) can meet to discuss and close business deals, seek advisory services, present and exchange information on their trade and investment projects.
- Conferences and Workshops running alongside the exhibition, including among others: (i) an Intra-African Trade Finance and Payments Conference, which will feature a Presidential Panel, a Ministerial Session to discuss the implementation of the AfCFTA and the practical actions that need to be taken to boost intra-African trade. The Conference will also address issues relating to trade finance, payments, trade facilitation, trade-enabling infrastructure, standards and regional value chains. (ii) Training Workshops for exporters, in particular SMEs and (iii) Seminar on Manufacturing and Industrialization.

Moreover, there will be an online Trade Information Portal, which will be a one-stop shop for trade and investment opportunities in Africa. It will also be used to run a digital Trade Fair which will continue even after the Trade Fair has concluded.

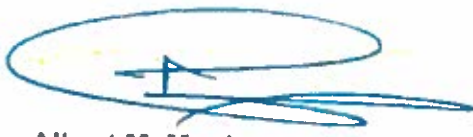
Your Excellency, we request your support in ensuring the involvement of the India government. Given the role that the India government has played in supporting Africa's development, we will be deeply honoured to have them as well as relevant India public and private sector entities participate at the Trade Fair as exhibitors and/or sponsors.

More information about the IATF2018, including among others registration, setting-up of country pavilions, and sponsorship details, are available at: [www.intrafricantradefair.com](http://www.intrafricantradefair.com) and additional inquiries can be directed to: [info@intrafricantradefair.com](mailto:info@intrafricantradefair.com) or to the

following persons: Mrs. Kanayo Awani at email [kawani@afreximbank.com](mailto:kawani@afreximbank.com) and Mr. Gainmore Zanamwe at email [gzanamwe@afreximbank.com](mailto:gzanamwe@afreximbank.com).

While looking forward to your favourable response, please accept, the assurances of our highest consideration.

Yours Sincerely



**Albert M. Muchanga**  
African Union Commissioner  
for Trade and Industry



**Dr. B.O. Oramah**  
President and Chairman  
of the Board of Directors  
AFREXIMBANK

