



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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Website of Ministry of Textiles: www.texmin.nic.in

Ref.CEPC/IA&TF/2025

Dated: 22.07.2025

To,
All Members, CEPC

Subject: Invitation to Participate in the India Apparels & Textile Fair, South Africa (27-28 August 2025, Johannesburg & 01-02 September 2025, Cape Town)

Dear Members,

We are pleased to inform you that the Carpet Export Promotion Council is participating in the India Apparels & Textile Fair in South Africa, scheduled to be held in Two Phases at :

Location	Venue	Dated
Johannesburg	Sandton Convention Centre	27-28 August 2025
Cape Town	Cape Town International Convention Centre	01-02 September 2025

This prestigious event presents an exceptional platform for Indian exporters—particularly from the textile sectors—to showcase their products to the vibrant and growing South African market. It offers a valuable opportunity to expand business networks, forge new partnerships, and explore untapped markets in the region, with the following product categories.

1. Handloom & Handicraft
2. Home Furnishing
3. Carpets & linen
4. Apparel and Garments
5. Fashion Accessories
6. Hotel/Household

Organized by ANM Exhibitions Pvt. Ltd., the fair is strategically designed to bring together key stakeholders from both India and South Africa's textile industries. It serves as a significant gateway for Indian companies aiming to strengthen their presence and brand visibility in South Africa.

Why South Africa?

India remains one of the largest investors in Africa, with cumulative investments exceeding USD 75 billion over the past two decades. Bilateral trade between India and African nations has been on a consistent upward trajectory, supported by reforms that encourage foreign direct investment and strategic initiatives such as the African Continental Free Trade Area (AfCFTA). These developments offer immense potential, particularly for Indian SMEs and large enterprises seeking to expand into high growth emerging markets.

The Proposal Submitted under the MSS Scheme of the O/o DC (Handicrafts) for financial support to member exporters has been approved for Financial Assistance.

In this regard, CEPC invites expressions of interest (EOI) from interested member exporters to participate in the event. To facilitate planning and secure space with the fair organiser, members are requested to submit an EOI along with an advance of **₹50,000/-** by **10.08.2025**

Stand Type	Participation Charges Before Subsidy
Built-up	Rs. 3,25,000/- 12 per sq. m
Complementary Services	

Stand Type	Participation Charges Before Subsidy
Built-up	Rs. 3,25,000/- 12 per sq. m
<ul style="list-style-type: none"> • 4 days stay in a 5-star hotel in Johannesburg and 4 days in Cape Town (one room per booth) • Local transport arrangements, logistics support, and interpreter service. • Complimentary air ticket (Johannesburg to Cape Town) and pick-up/drop-off services (one Ticket per booth) • Pick up and drop off service from the Hotel to the Exhibition Centre 	

The exact amount of reimbursement will be informed as soon as the financial sanction is received from the Office of the Development Commissioner (Handicrafts). The amount will be reimbursed after the conclusion of the event.

EOI Submission:

Interested members may submit their EOI using the link below and deposit ₹50,000/- as an advance towards participation.

[Click here to fill out the EOI Form](#)

[Click here to make the payment](#)

Last date for submission of EOI and payment: 10.08.2025

Please note:

- Submission of EOI and advance payment does not guarantee final participation.
- The EOI amount is refundable in case of non-allotment of space or withdrawal before booth Allotment.
- The expression of interest and participation charges are non-refundable if:
 - a. Withdrawal by the applicants after the Booth Allotment/Stall Confirmation by the Council.

- b. Withdrawal by the applicant in case the visa is not granted by the concerned Embassy after the Booth Allotment /Stall Confirmation

For further information, please contact: Mr. Pawandeep Singh on 9971601805 or email pawandeep.singh@cepc.co.in, Exhibition@cepc.co.in

We look forward to your enthusiastic participation in this flagship event.

Warm regards,

Dr. Smita Nagarkoti
Executive Director (Officiating)
Carpet Export Promotion Council (CEPC)