

From: Foreign New Delhi
To: All Indian Mission/Posts abroad

Commercial Representatives from US(ED)

This is further to my email dated 16th September 2022 regarding "India Steel 2023" to be held during 20-22 February 2023 at Mumbai Exhibition Centre (NESCO), Mumbai.

2. **Exhibition:** The exhibition will provide tremendous business opportunity and exposure to the steel manufacturers from **USA, Canada, Europe, Israel, Australia, New Zealand, Japan, South Korea, Malaysia, Singapore, and other developed countries to participate as a "PARTNER COUNTRY"** and set up a pavilion to showcase their country's strengths and technologies in Iron & Steel Industry. The event will provide them a platform for having B2B and B2G meetings with not only Indian steel industry but also potential buyers and stakeholders from over 80 countries for expansion of their market and technology transfer/ tie-ups.

3. **Reverse Buyer Seller Meet (RBSM):** The Event will feature a **RBSM** where more than 250 delegates from Africa, Middle East, CIS, developing Asia and Latin America are being invited. B2B and B2G meetings will be conducted during the event. The objective is to facilitate the development of strategic partnerships in the Steel Sector between India and countries from these regions and to promote the export of quality Steel Products from India.

4. **Selection Process:** The Screening Committee constituted under Hosted Foreign Buyer Program will review registered buyers' profile and decide on the quantum of facilities and hospitalities to be granted to the buyers strictly on merit, appropriateness of profile and on FIRST COME FIRST SERVED BASIS. 10-12 buyers per country from developing regions will be selected and provided any/all the following complementary: economy class two-way air fare (upto USD 700), three-night hotel accommodation with breakfast, airport pick-up and drop, daily transfer between Exhibition venue and hotel, and meals during networking lunch/dinner. A token amount of USD 100/- against refundable registration fee shall be deposited by all the buyers upon their arrival, at the organisers' help desk at hotel. The Buyers not selected by the screening committee may visit India Steel Expo 2023 on their own expenses. Organisers will facilitate Visa Invitation Letter, pre-fixed B2B meetings and attendance to conference at discounted fee for such buyers.

5. **Recommendation of relevant Categories:** Missions/Posts are requested to disseminate the information about the event among the bulk buyers and consumers of steel such as Manufacturers, Importers, Traders, Government Agencies, EPC Contractors, infrastructure developers, stakeholders from construction, Oil & Gas, Automobile, Defence, Railway, Shipping, Capital goods, Rolling Mill Importers, Steel Fabricators, Project Management Companies, and related Associations in respective countries and to recommend 20-25 foreign buyers to participate in RBSM at this event in the below format to Deputy Director – FICCI, Mr. Sudhanshu Gupta (Mobile No. +91 9873311557) at

E-mail: sudhanshu.gupta@ficci.com; isebuyers@ficci.com by 31st October 2022.

Sl.	Title	Name	Surname	Designation	Organisation	Office Phone#	Mobile#	Email	Website	Category	Turnover in Million USD
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6. **Buyer Registration:** The recommended buyers may be informed to **register online** on the event website link: https://www.indiasteelexpo.in/hosted_buyer_registration.php OR send the duly filled IndiaSteelExpo 2023 Registration Form (MS Word file) along with photo, passport, employee photo ID and Visiting/Business/Name Card to Mr. Sudhanshu Gupta

(Mobile No. +91 9873311557)) at E-mail: sudhanshu.gupta@ficci.com, isebuyers@ficci.com by **31st October 2022**.

7. Missions are also requested to invite foreign participants to the exhibition and conference, and also to put the event Banner on the website of Mission- (hyperlinking banner to www.indiasteelexpo.in) Missions may facilitate travel visa to the exhibitors/ delegates/ buyers to enable their visit.

8. For further details, Missions may contact coordinating official from FICCI:

Shri Sudhanshu Gupta,
Deputy Director
Email: Sudhanshu.gupta@ficci.com
Mob: [+91-9873311557](tel:+91-9873311557)

Enclosures: 1. **IndiaSteelExpo 2023 Registration Form** Word File
2. **Event Banners** Jpg and Gif Files
3. **Brochure** ISE23
4. **Post Show Report** ISE19

Best Regards,

Gurleen Kaur,

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Economic Diplomacy Division,
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