

CIRCULAR

AYXL/Intl.Event MOA /IC Scheme /2024-25/03
04.09.2024

Date:

We are pleased to inform that Ayushexcil (Ayush Export Promotion Council) is organising as co-partner with Indian participation in **Beauty & Wellness Kenya, East Africa, from 20-22 November 2024, to be held at Oshwal Centre, Nairobi Kenya, under IC scheme of Ministry of AYUSH, Govt. of India.**

Beauty & Wellness Kenya, East Africa (www.beauwell.org) a Premier Trade Exhibition on Beauty, Wellness, Cosmetics , Personal care, Packaging & Private labeling in the Beauty & Wellness Industry of East African Region. The event is scheduled from the **20-22 November 2024 in the Oshwal Centre in Nairobi, Kenya.**

The East African region+1 comprises of 9 countries (**Congo, Somalia, Burundi, Kenya, Rwanda, South Sudan, Uganda, Tanzania & Ethiopia**) with a combined population of approx. 500 million. Kenya is the gateway to East Africa as Eighty percent of East African regional trade passes through Kenya's Mombasa Port.

As you might be aware the African Cosmetics, beauty & wellness sector is experiencing a historic expansion. **According to forecasts, the African beauty & wellness business is projected to reach US \$ 65.93 bn in 2024 growing at an annual growth rate of 5.97% (CAGR 2024-28).** Undoubtedly, **Kenya is one of the prime key players in the East African region when it comes to Beauty & wellness products, with a total market size that is projected to grow by 6.78% (2024-2028) Kenya's Beauty & Wellness Industry is expected to generate a revenue of US \$ 2.30 billion in 2024.**

This exhibition offers a pivotal platform for brands looking to expand into this rapidly growing market. From manufacturing to finished products, you will find the full spectrum of Beauty, Wellness, Personal Care, Homecare & Beauty Packaging products and services at this trade exhibition, it will be a one-stop-shop for all industry professionals looking for Opportunities in the East African region.

As a B2B exhibition, the visitors will be members of the industry from East African Region including Agents, Importers, distributors and wholesalers, Pharmacy Owners, Hotel, resorts & Spa, & Dermatologist & Estheticians.

We are sanguine, that your presence at this event will be incredibly valuable, offering you a unique chance to discover new opportunities, forge meaningful connections, and stay ahead of industry developments in the thriving beauty & wellness market of East Africa. Enclosed please find the link to the event brochure for your information and use. <https://bit.ly/3WeU35Q>

Future Prospects for investment and trade are encouraging, as India is increasingly being seen as an emerging economy in the world and an important economic partner in Africa , both in terms of trade and investment, as well as in market size.

The bilateral trade of India with Africa grew by 9.26% in FY 2022-23 reaching almost \$100 Billion. As per the government data, the exports and imports were approximately balanced with exports being US\$ 51.2 Billion and imports being US\$ 46.65 Billion in FY 2022-23, we are working towards to achieving the goal of doubling the trade volume to US\$ 200 Billion by 2030.

Exclusive India Pavilion for Indian exhibitors at the fair.

Name	Beauty & Wellness Kenya, East Africa	
Venue	Oshwal Centre in Nairobi, Kenya	
Date	20-22 November 2024	
Exhibit Sectors	Skin Care Salon Equipment's & Furniture Pharmacies & Dietary Supplements Professional Makeup & Cosmetics Natural & Organic Spa & Wellness ,Personal Care Dermo Cosmetics Private Label & Contract Manufacturing Packaging ,Perfumery Hygiene & Cleaning Products Professional Hair Care ,Nail Care & Decoration Salon Equipment's & Furniture	
Visitor profile	Agents , Hair & Beauty Salons, Cosmetic Chains, Departmental Stores Importers, Distributors, Perfumeries, Exporters, Wholesaler's, Retailers Influencers & Bloggers, Beauty Academies, Hotel Resort & Spas Online Stores, Pharmacy Owners, Fitness Centers, Dermatologist & Estheticians	
Visa	AYUSHEXCIL will issue the visa recommendation letter to the participants	
Participation charges	Booth Size	Stall charges
	SHELL SCHEME, Min 9 SQM (USD 350 Per SQM)	USD 3150.00

Standard Booth Facilities	Front Maxima with 3 Sides System Panel, Carpet, 1 Fascia, 1 Reception Desk, 1 Round Table, 3 Chairs, 3 Spotlight , 1 Power Socket, 1 Waste Basket
Booth Allocation	<ul style="list-style-type: none"> · Applications received will be treated on First-cum-First served basis due to limited availability of the space · The booth space will be allotted to participants who send in their complete application form and full payment on a First-cum-First served basis.

Please note:

APPLICATION FOR AVAILING REIMBURSEMENT UNDER THE SCHEME:

1. Apply Through : <https://ngo.ayush.gov.in/schemes>
2. Guidelines : <https://ngo.ayush.gov.in/Default/assets/front/documents/Revised-IC-Scheme-as-on-22nd-June-2021.pdf>
3. Mandatory membership of AYUSHEXCIL- RCMC
4. Application and payment receipt from Organiser
5. Form should be submitted latest by **18th September 2024** at NGO portal for approval and eligibility.

Payment Policy: Full and final amount is to be settled before 10.10.2024.

Refund Policy: Only if National level travel bans happen from India to Kenya or vice-a-versa or council cancel its participation in the event. In case of any individual travel and visa issue or any other case no refund will be given.

Cancellation Policy: Withdrawal of participation from the above fair will be allowed on the following basis:

- 80% Cancellation charge, if withdrawn on or before 01.11.2024.
- No refund will be available if withdrawn thereafter.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel charges, foods, local travel expenses & any other incidental expenses will be borne by the participants by their own. However, **eligible participants may claim reimbursement subject to the latest guidelines IC scheme and sanction of fund/Approval from Ministry of AYUSH, Govt. of India.**

To book the stall please make full and final participation fees through RTGS/NEFT to organiser bank account before 10.10.2024 along with application form as attached.

Bank Details for Payment through RTGS/NEFT:

By bank transfer to the bank details stated below. Payment by transfer must state on the transfer order.

*Account Name : Infinity Global Market Account
Type: Current Account
Account No. : 055763700001161
Bank Name : YES Bank Ltd.
IFSC Code : YESB0000557
Swift Code : YESBINBB
Branch Address : 5A/15 Tilak Nagar, Delhi 110018, India*

Note: If any TDS is applicable on the above participation fees, deduct and pay to the Income Tax Department and provide the Form 16A to the council. Late deduction of TDS after receipt of the Full & Final participation fees to the council will not be allowed/refunded.

- To ensure your participation, please send the application to AYUSEHXCIL office by email. The application form can be sent on email id; info@ayushexcil.in; ashutosh.srivastava@ayushexcil.in
- In case you need any clarification, please feel free to contact us at:

Thanks and regards

Ashutosh Srivastava
Deputy Director
AYUSH EXPORT PROMOTION COUNCIL
(An EPC set up by Ministry of Ayush, Govt. of India)
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