



Dear ELECRAMA-2018 Exhibitor,

We are pleased to inform you that with the support of Department of Commerce, Ministry of Commerce & Industry, Government of India, IEEMA is organizing ChangeXchange - The Reverse Buyer-Seller Meet at ELECRAMA-2018 (10th to 14th March 2018 at Greater NOIDA, Delhi NCR, India). This will be an excellent forum for meeting foreign buyers who plan to source products and equipment from India.

Under ChangeXchange - The Reverse Buyer-Seller Meet at ELECRAMA-2018, IEEMA will be hosting 650 foreign buyers from countries in Africa, ASEAN, CIS, SAARC and Middle East, to visit India and attend the event.

All ELECRAMA-2018 exhibitors who are keen to meet these hosted foreign buyers are invited to apply as sellers so we can arrange one-to-one networking meetings for them.

Salient features of ChangeXchange - The Reverse Buyer-Seller Meet at ELECRAMA-2018:

1. There is no participation fee for ELECRAMA-2018 Exhibitors.
2. A seller can opt for a maximum of 3 product categories under which they can request for meetings. In case a seller is opting for more than one category, they should be prepared to send more than one team at the same time to do the meetings.
3. Applications will be received from all interested sellers as per the enclosed format till 31st October 2017. All received applications will then be matched with requests received from hosted foreign buyers and meeting slots shall be arranged for the sellers.
4. All meeting slots will be of maximum 15 minutes duration.
5. Meetings under various categories will be equally distributed to various sellers applying under that category and will be prioritised in the order of the applications from the seller.
6. All foreign buyers will be available at the ELECRAMA-2018 venue for at least 3 days. Full database of the foreign buyers will be provided to all the registered sellers for making business contacts post RBSM meetings.

In case you are interested in attending ChangeXchange - The Reverse Buyer-Seller Meet as a seller, you can submit your application online at [www.ieema-rbsm.in](http://www.ieema-rbsm.in) or download and email a scanned copy of the same to [sudeep.sarkar@ieema.org](mailto:sudeep.sarkar@ieema.org) or [akeel.khan@ieema.org](mailto:akeel.khan@ieema.org), latest by 31st October 2017.

We look forward to receiving your application. For any clarifications, please contact us at the earliest.

Best Regards,

Sudeep Sarkar  
IEEMA  
Rishyamook Building, First Floor 85 A, Panchkuian Road  
New Delhi 110001, INDIA

P +91 11 2336 3013 / 14

F +91 11 2336 3015

Email: [response@ieema-rbsm.in](mailto:response@ieema-rbsm.in)