

REF.NO.: STAI/SME/KENYA/09

8.12.09

**SUB. : 2-3 days Exhibition of Indian Sugar, Cogeneration and Alcohol Technology Development, Equipment Manufacturers at Nairobi, (Kenya) in June-July, 2010**

Dear Sir,

Indian sugar industry is the second largest sugar industry in the world. Industry has come of age with its technological and process efficiencies. Sugar industry is not restricted to manufacturing sugar but has spread in a big way in bagasse based cogeneration of power and hydrous and anhydrous ethanol production. The largest success in sugar complex efficiencies are due to improvement in quality of equipment and material supplies.

The growth and success of sugar industry is synonymous to growth and success of equipment and technology developers. Added to this we have large chemical products suppliers who have contributed to the production efficiency for sugar and alcohol process technologies.

As you are aware, STAI is the apex body of professionals of sugar industry comprising of Sugarcane, Sugar, power and alcohol Technologists and chemical, electrical, mechanical and automation engineers, various technology developers and machinery manufacturers and suppliers. STAI has large membership of scientists from various disciplines and Government organizations. STAI has played key role in development and growth of Sugar Industry in the last 85 years of its existence focusing mainly on innovations and operational efficiencies in sugar manufacturing, co-generation of power from bagasse and hydrous and anhydrous ethanol production.

The main objective of the Association is to promote technological development in sugar, power and alcohol in India. STAI also works to promote scientific-tamper, co-ordinate Research and Development activities in the industry and enable opportunities for its members to exchange knowledge through seminars, workshops, interactive conferences, conventions in India and abroad.

The efficiency of sugar, cogeneration and alcohol manufacturers of India is considered techno-commercially the best in the world. We have huge opportunity to expand the business in developing and under-developed countries for sugar process technology, cogeneration and alcohol industries. The best opportunities are available in African continent, South East Asia and South Asia. Among these, Africa offers huge potential. Many of the SMEs are unable to make a beginning in the business overseas because of lack of right contacts.

Being the Apex body of the sugar, cogeneration and alcohol industry, STAI has planned to showcase the products, processes, services and technology of India at an exhibition in Africa, at Nairobi, Kenya. The exhibition is scheduled to take place for 2-3 days at Kenyatta International Conference Centre (KICC), Nairobi, in June – July, 2010.

The STAI had meeting with the High Commissioner of Kenya at New Delhi and is processing the required permissions for the exhibition. An agency, M/s. Fair Design India Pvt. Ltd. has been engaged to work out the details of the exhibition and for making all necessary arrangements.

STAI is also making efforts to bring in COMESA which has membership of 19 African Countries to patronize the exhibition. It is expected that large number of Government Agencies, sugar industry entrepreneurs, professionals and other stake holders of the industries from different neighbouring countries of Kenya will certainly visit the exhibition. The member countries of COMESA are : Libya, Egypt, Sudan, Eritrea, Djibouti, Ethiopia, Kenya, Uganda, Burundi, DRC, Zambia, Malawi, Zimbabwe, Swaziland, Rwanda, Seychelles, Madagascar, Mauritius and Comoros.

A Committee has been constituted for this purpose :

**Shri A K Jain – Convenor**

**Members:**

Shri Sanjay Awasthi	Shri G D Aggarwal	Shri Abdul Alim Saifi
Shri S B Bhad	Shri Pawan Aggarwal	Shri S N Saraswat
Shri P K Belsare	Shri Narpat Singh	Shri R S Saluja
Shri Ravi Raj Singh	Shri Kush Puri	Kumar Brijraj Singh
Shri Jughal Kamboj		

The cost estimates for the standard booth of 9 sq.mtrs (3 L x 3 W x 2.5 H) has been worked out at Rs. 2 lakhs plus service tax per booth.

Since the number of booths are limited and members interested to participate in this exhibition are many it is advisable to reserve your stall on a priority basis by sending an advance of Rs.1 lakh in favour of “THE SUGAR TECHNOLOGISTS’ ASSOCIATION OF INDIA” payable at New Delhi at the earliest.

For further details you may please contact Mr. A K Jain, Convenor, Mobile: 09810047039, email.: [namokarenterprises@yahoo.com](mailto:namokarenterprises@yahoo.com) or STAI Secretariat.

With best wishes and Seasons Greetings,

Yours sincerely,

**G.S.C. RAO**  
**PRESIDENT**