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Geneva, 26 October 2018

Dear Mr. Ambassador,

The International Trade Centre (ITC) is supporting the participation of over 80 micro, small and medium-sized enterprises (MSMEs) from 20 developing countries in the China International Import Expo (CIIE), which will take place on 5-10 November 2018 in Shanghai.

Seven companies offering Apparel, Accessories & Consumer Goods, Food & Agricultural Products and Trade in Services from Nepal are part of the businesses benefiting from ITC's support.

This will be a unique opportunity for the MSMEs to promote their products and services to China, familiarize themselves with Chinese market requirements and establish new contacts with potential business partners.

ITC's support to MSMEs consists of a training programme, through e-learning and online courses, to prepare them ahead of their participation in the Expo, as well as technical advisory support prior, during and after the event.

I am pleased to invite you personally to visit the ITC pavilions and booths where the companies from Nepal will exhibit.

Attached are the Exhibitor Catalogues, which your Embassy may use and disseminate through your network in China in order to promote the participation of the companies from your country in CIIE and encourage a maximum number of visitors to meet them at their booths.

Looking forward to receiving your reply.

Yours sincerely,

Ashish Shah
Director
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