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Ref: 14/00524 /Trade

25, June 2014

Vietnam Business Association  
Mbabane

Dear Sir/Madam,

**RE: INVITATION TO EXHIBIT IN SWAZILAND INTERNATIONAL TRADE FAIR (SITF) 2014**

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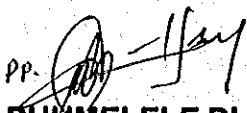
The Swaziland Investment Promotion Authority (SIPA) mandated to promote investment and trade in Swaziland will be hosting the Swaziland International Trade Fair (SITF) 2014. This is an annual business event, which is this year scheduled to be held from the 29<sup>th</sup> August – 5<sup>th</sup> September 2014 under the theme, Development Unusual: Integrating Businesses Into Vision 2022. In recent years, this event has seen up to 30,000 visitors who attend the event seeking business information and opportunities.

Participation in the SITF amongst others is a direct marketing approach, affords an opportunity for market research, opportunity to launch new products and generate public and media exposure and also serves as an opportunity for business matching. We are pleased to inform you that preparations for the Swaziland International Trade Fair (SITF) 2014 are already underway.

To this end, we would like to invite your business membership to participate in the SITF 2014 exhibition. SIPA is available to grant you any assistance you may need towards this endeavour.

We look forward to having your numerous businesses participate as one of our esteemed exhibitors for SITF 2014. For more information on SITF 2014 kindly visit our website [www.sitf.co.sz](http://www.sitf.co.sz) or email [nombusop@sipa.org.sz](mailto:nombusop@sipa.org.sz) for assistance.

Yours faithfully,

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**PHUMELELE DLAMINI (MRS)**  
**CHIEF EXECUTIVE OFFICER**