



कृषि और प्रसंस्कृत खाद्य उत्पाद  
निर्यात विकास प्राधिकरण  
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products  
Export Development Authority**  
(Ministry of Commerce & Industry, Govt. of India)

APEDA/ORG-16-17/000089

Dated 17<sup>th</sup> July 2017

**Invitation Notice for Participation in Trade Fair and  
19<sup>th</sup> Organic World Congress 2017 at  
International Expo Centre and Mart  
Greater Noida, 09-11 November 2017**

APEDA being Principal Partner for 19<sup>th</sup> Organic World Congress 2017 scheduled for 09-11 November 2017 at International Expo Centre and Mart, Greater Noida, UP (located in NCR Region, about 30 Km from New Delhi) invites participation from India Organic Fraternity in Trade Fair, Workshops, B2B meets and International Congress during 19<sup>th</sup> Organic World Congress.

1000 sq mt exhibition space under **India Organic** Theme is available for showcasing the strength of India Organic and wide diversity of certified organic products and commodities.

State Governments, Institutions, Exporters, organic food processors, retail chain operators, service providing agencies, certification bodies and other stakeholders are invited to be part of this mega event.

Exhibition space is available in multiple of 9 sq mt as per the terms And conditions and rates given in Annexure I. Offers are also invited for partnering various congress sessions, workshops and other trade events.

Since the space is limited, stakeholders are requested to book their space immediately.

**Tarun Bajaj**  
General Manager

# **19<sup>th</sup> Organic World Congress-2017**

## **Jaivik Krishi Vishwa Kumbh**

**09-11 November 2017**

### **The Organic World Congress**

The Indian organic agriculture and food fraternity feel proud to be the host for 19<sup>th</sup> Organic World Congress (Jaivik Krishi Vishwa Kumbh) 2017 during 09-11 November 2017 at International Expo Centre and Mart, Greater Noida. This is the first time, the Organic World Congress (OWC) is happening in India. Agricultural Processed Food Products Export Development Authority (APEDA) is the principal partner to the event.

The Organic World Congress is the largest event of organic agriculture and food sector and witnesses the presence of entire organic agriculture and food fraternity from across the globe. The OWC 2017 features an International Congress and a Trade Fair. More than 2500 delegates comprising of Exporters, processors, retail chain industry, certification bodies and producers/ producer groups from across the world are likely to participate in the congress, while Trade Fair is open to all and offers direct business opportunities through direct display of items, direct contact with international buyers and through B2B meets.

### **Showcasing India Organic**

To showcase the strength of India as major hub for organic food products, ingredients, commodities and processing food raw material and to display wide variety of organic products being produced under National Programme for Organic Production, APEDA proposes to develop an exclusive pavilion under India Organic Theme in the trade fair.

Entire organic agriculture fraternity comprising of organic products exporters, retailers, traders, processors, ICS management bodies, certification bodies and certified organic farmer groups are invited to be the part of this India Organic Theme Pavilion. Participation is

offered through hiring of shell spaces in the multiples of 9 sq mt. Terms and conditions for participation and rates of hiring of exhibition space are attached.

As your organization has significantly contributed to the growth of India Organic sector, we invite your participation in the trade fair under India Organic Pavilion of APEDA and request you to reserve your exhibition space. Allotment of space is being done on first come first serve basis.

Terms and conditions and rates for space hiring are attached at Annexure I.

### **Partnering Marketing Track Sessions**

The Marketing and Quality Assurance Track under OWC is being spearheaded by APEDA. Partnership opportunities are also available for marketing track sessions.

### **Trade Specific Workshop**

During three days of the event APEDA proposes to organize 5 trade/commodity specific workshops (each of 90 minutes duration). Partnerships are also invited for successful organization of trade/commodity specific workshops.

### **Buyer-Seller Meets**

APEDA proposes to invite large numbers of organic products buyers from different countries. Direct interaction with international buyers will be facilitated through B2B meets, RBSM and buyer-seller meets.

For expression of interest in any of the above events and for hiring the space in trade fair under India Organic Pavilion, contact General Manager, Organic, APEDA.

## Annexure I

### Terms and Conditions and rates for hiring exhibition space in 19<sup>th</sup> organic World Congress 2017

Dates 09-11 November 2017

**Location - APEDA Pavilion, International Expo Centre and Mart**

#### **Rates of contribution for space allotment**

- |   |  |
|---|--|
| 1. Private traders/ exporters/ certification bodies/ Institutions | Rs. 7000/- per sq mt<br>(minimum 9 sq mt)  |
| 2. State Governments/ Central/ state Government agencies          | Rs. 3500/- per sq mt<br>(minimum 18 sq mt) |

Format for application for reserving the space is enclosed

APEDA pavilion has prominent location in Exhibition-cum-Trade Fair hall. Exhibition space is available in the form of duly constructed stand of 9 sq mt each or as per the requirement of booking agency, where the space booked is in excess of 18sq mt (3 stall or more). The application along with full fee for required stands/ space may be submitted latest by 15<sup>th</sup> of August 2017.

Any other infrastructure required to be created by the exhibitors, in addition to above shall be at extra cost.

Venue will be open for arranging the stall/ exhibition space two days before the event (i.e. from 07.11.2017 by 8.00 AM)

In case of any clarification please feel free to contact Dr A.K. Yadav, Advisor (NAB) at Tel No. 011-26514525 and Email – [akyadav@apeda.gov.in](mailto:akyadav@apeda.gov.in).



AGRICULTURAL AND PROCESSED FOOD  
PRODUCT EXPORT DEVELOPMENT  
AUTHORITY (APEDA)  
APEDA, 3<sup>RD</sup> FLOOR, NCUI BUILDING, 3 SIRI  
INSTITUTIONAL AREA, AUGUST KRANTI  
MARG, NEW DELHI – 110 016  
PHONE NO – 011- 26513204, 20513219,  
26514572

**APPLICATION FORM FOR STAND BOOKING IN  
19<sup>TH</sup> ORGANIC WORLD CONGRESS**

Name of the fair/ Exhibition	19 <sup>th</sup> Organic World Congress, International expo Centre and Mart, Greater Noida, UP
Date of exhibition	09 <sup>th</sup> to 11 <sup>th</sup> November 2017
Name of Agency/ Company	
Address Street	
City	
State	
Phone/ fax No	
Email Id	
Website	
Name and Designation of the officer/ executive responsible for the activity for contact	
Space requirement in (Sq meters) 9 mt and its multiple	
Products/ services to be displayed	
Details of payments made DD/ RTGS etc	

**Date**

**Signature of the authorised person**