

No. APEDA/Almaty/2009/
Dated 20th May, 2009

**Subject : Indian Trade Exhibition, Almaty, Kazakhstan
(21-23rd May 2009)**

Dear Sir,

You will be glad to know that India Trade Promotion Organization (ITPO) is organizing an exclusive Indian Trade Exhibition in Almaty, Kazakhstan from 21st to 23rd May, 2009.

Kazakistan during past couple of years has opened its economy and a vast potential exists to not India as well as in various progressive Regions of Russia and Europe. In today's date it offers opportunities with high technology, modernized huge production areas and convenient labour cost.

Today the trade and economic ties between Kazakhstan and India is on the high rise. It has skyrocketed from USD 80 million in 2004 to over USD 332 million in 2008. With the high economic growth in the two countries, there is a vast scope of cooperation to be utilized.

Several Indians and Indian companies have significant presence in Kazakhstan. Arcelor Mittal Temirtau is a major investment by a non-resident Indian, the headquarters of which are located in Luxembourg. Several other well known companies like M/s Punj Lloyd Kazakhstan Limited, KEC International Limited, TCS etc. have been active in this market in the area of construction of Oil and Gas pipelines, electric transmission lines and IT. The growing presence of Indians in the region is creating demand for Indian food products also. The direct flight connectivity with Almaty is advantageous to deliver highly perishable produce by air.

Export of Food and Beverages is an opportunity for exporters. The main growth opportunity in the segment is in processed and preserved foods. Rapid growth in the processed food segment is already apparent, changing lifestyles and food habits are resulting in the rapid expansion of branded food outlet and café chains. Variety of products that can be seen at regular supermarkets are still underrepresented compared to the variety in Russian supermarkets, more specifically in the stores of Moscow. The retail market in the country is growing rapidly. Local chains like Ramstore, Gross, Pyatorochka, Astykzhan, Smile are increasing their share year by year.

Keeping all this in view an exclusive Exhibition of Indian products is being organized. The Indian Industry must participate wholeheartedly and enact the opportunities, otherwise the market will slip away to our competitor countries. The export of agri food products from Indian was worth Rs. 6 crores during 2007-08 having growth rate of 300% over preceding year. The products like Gherkins, Pickles (light), preserved vegetables, Indian curries and snack foods have export potential.

During the Exhibition qualitative industry specific meetings will also be organized by ITPO to create a platform for the Indian and Kazakistan business, besides respective Government and Public Sector agencies from both sides to participate and discuss various issues of mutual interest.

It is also proposed by ITPO to organize food festivals & cultural programs to further bring closer the two countries in their age-old contacts.

You are invited to participate in this mega event to project your best exhibits & capabilities and export potential. APEDA has booked 45 Sq. mtr space and would organize for sending samples and display as per rules.

I am nominated by APEDA to participate in the Exhibition. All concerned interested members may please write or contact me at Telefax : +11 26851442 and at email dgminfra@apeda.com. Kindly send your confirmation of participation immediately. The samples for

display may also be sent within a week due to shortage of time but before 2nd May, 2009. The confirmation for participations alongwith copy of Passports be forwarded at the earliest to get recommendations for visa from Embassy of India, Almaty.

You are also requested to contact the following agency for visa, ticketing and hotel arrangements as recommended by ITPO.

M/s Orbitz Corporate & Leisure Travels (I) Pvt. Ltd.
4/10 East Patel Nagar, New Delhi 110008,
Tele : 011- 45051302, 45051314,
Mr. Praveen Sharma, Regional Manager, Mobile : 9350484333,
Fax : 011 - 45051301, Email: Praveen@orbitusindia.com or
Mr. Vikas Panwar, Mobile : 9312911608, Fax : 011 - 45051301,
Email: btfitsales.del@orbitz-world.com, pankaj@orbitz-world.com

Looking forward to your early response.

(Harpal Singh)
Deputy General Manager
Infrastructure