

SUBJECT: APEDA's participation in ANUGA, 2013, Cologne , Germany from 5th-9th October, 2013

Dear Exporter,

ANUGA is the event considered to be one of the largest and exclusive fairs in the European region and is very popular among the importers and exporters of agro products around the world. This important trade event attracts a coterie of participants of diverse nationalities. Exhibitors and visitors from almost every country in the world meet here to conduct cross-border business and establish international contacts in the trade arena . Considering the important market of European region, APEDA regularly participates in this event. We have organized specific promotion for Wine, Basmati Rice and Processed Food Products during our participation in the last few years in the aforesaid event.

This year also APEDA has decided to participate in the forthcoming event, scheduled to be held at Cologne, Germany from 5th to 9thth October, 2013 . It is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, basmati rice & Organic products.

APEDA has taken 504 Sq. mtr. space for organizing its participation. APEDA India pavilion will be aesthetically designed and individual furnished stalls will be allotted in in the multiples of 9 sqm. The cost per 9 sq. mtr. furnished stand is Rs. 1.75 lacs . The request for participation in the event would be entertained strictly on first cum first serve basis and on the basis of likely potential of the product in that market. The interested exporters are requested to send their confirmation alongwith the payment for participation latest by 3'o clock on 14th June, 2013 positively to get their catalogue entry in the Fair catalogue along with the details of the products to be displayed to the undersigned at sudhanshu@apeda.gov.in or asrawat@apeda.gov.in As per the information recieved from the India representative of the event, the names of only those participants would be taken into catalogue whose details are recieved by 14th June, 2013 , hence the deadline may please be kept into mind for taking the decision and sending confirmation .

APEDA's participation in the event would be coordinated by Mr. A.S. Rawat, General Manager, APEDA, New Delhi and Dr. Sudhanshu, Deputy General Manager, APEDA, Mumbai . In case of any clarification further, may please let us know the same .

(A.S. Rawat)

General Manager