APEDA/INF./GULF FOOD /2008-09 **DATED:6th November ,2008**

To,

All Exporters

Sub: APEDA's Participation in Gulf Food, Hotel & Equipment Exhibition (23-26th Feburary,2009)

You may be aware that UAE is one of the prime markets of Indian agricultural products. The exports have reached Rs. 173,1 crores in 2006-07. Some of the factors for being one of most lucrative market are liberal import policy, well-managed logistics, duty free access, presence of Indian ethnic population, increasing interest in Indian food products due to quality and strengths in our products.

Dubai International Exhibition Center, Dubai is strategically located with access to over 2 billion consumers. Due to the country's rapid development over the past two decades and the increasing sophistication of national tastes, Dubai has became one of the booming markets for retail sector, which the serious food industry players, cannot afford to ignore. Some facts are growth in regions import by 14% reaching the level of US$373 billion. Imports constitute around 90% of the their food requirements. Dubai is also known as redistribution hub of the region due to its strategic location and policy.

Gulfood Exhibition is the Middle East's definitive Food, hotel and Equipment Exhibition and consistently guarantees the most regional marketing platform. A perfect sales arena to showcase an extensive range of food-related and hospitality product/services, Gulfood 2009 is set to exceed its record of success. It would be good time for the Indian food industry professionals to meet the decision makers face to face and for companies to establish a market presence and corporate identity.

Gulfood 2008 was a huge success. The show attracted more than 2,965 exhibitors from 72 countries. There were a total of 70 national pavilions at the show that saw more than 39,000 trade-only buyers from 140 countries over 4 days. Around 35 companies participated with APEDA in Gulfood 2008.

APEDA is participating in Gulfood 2009 and have taken 78 sqr. mtrs. space to display and promote the exports of processed and other foods. The event featuring the best of the world's food will provide food companies with a golden opportunity to access the potential of the increasing sophisticated Dubai Food Market. The show also has the facilities of attending various events such as Seminars and Reception.

In view of the encouraging response to the exhibition in previous year and to make the participation meaningful, APEDA has decided to enroll exporters on first come first serve basis for the exhibition. Around 10 exporters would be invited to participate with APEDA. A non-refundable fee of Rs. 50,000 per participating member will be charged with following conditions:

1. Every participating company will be permitted with one or maximum to two senior officials of not less than managerial cadre on their roll.
2. APEDA to charge Rs. 50,000 from every participating exporter on non refundable basis. The amount will be used for improvement and decoration of the stall.
3. Not more than 3 to 4 exporters of each category to be allowed for the exhibition until and unless space is available for more to accommodate.
4. The exporters approaching directly at exhibition center without APEDA approval will not be allowed.
5. APEDA reserves the right to reject the application of exporters not found suitable.

Your confirmation for participation in this event and your intention to display your product samples at APEDA stall must reach us latest by 31st December, 2008 and if it is received later, it would not be possible for us to include your name in the participants list. You may confirm participation by sending a duly filled in form along with draft of Rs. 50,000/- in favor of "APEDA" payable at New Delhi. The date of draft would be taken as the date of request for participation.

For any query, you may contact the undersigned at Tel. No: 26851442, Fax No: 26519259, Email:dgminfra@apeda.com or Mobile No: 9811299371.

Your faithfully

Harpal Singh
Dy. General Manger

Encls: a/a

APPLICATION FORMAT FOR PARTICIPATION IN GULFFOOD
(23-26 FEBURARY 2009)

1. **Name of Company :**

2. **Name of products exported :**

3. **Exports of last three years :**
   (in Rs. Lakhs)

Name of Product	2006-07	2007-08	2008-09 (upto Sept,08)
TOTAL			

4. **Exports of last three years :**
   To UAE and GCC Countries
   (in Rs. Lakhs)

Name of Product	2006-07	2007-08	2008-09 (upto Sept,08)
TOTAL			

5. **Name of officer recommended :**

Name	Passport No.	Place of Issue	Date of Issue	Date of Expiry

***It is certified that they are regular permanent officials of company**

6. **Places visited by officials :**
   for market promotion
   (with name of event)

Name of Official	Countries visited with the name of Event

7. **Details of Draft No. & Amount (payable at New Delhi to APEDA)** : Rs. 50,000
   Draft No. ------- Dated ---------

8. **A Writeup on significance of participation in the Gulf Food 2009 (at least 8 – 10 lines)**

9. **Certificate:-**

I certify that the above details are correct to the best of my knowledge. The recommended officials are permanent employees of company on its payroll and will attend Gulffood 2008 on behalf of company. I agree to abide by other terms and conditions as informed by APEDA.

A copy of passport, self attested alongwith company profile is enclosed.

(Name & Signature of Chairman of the Company with Seal)

Date----------

Place----------