

## **CIRCULAR**

REF NO : APD/FANCY FOOD 2009/208-09/

DATED : 23.4.2009

### **SUB : 55<sup>TH</sup> SUMMER FANCY FOOD SHOW 2009 TO BE HELD AT JAVITS CENTER, NEW YORK CITY FROM 28<sup>TH</sup> TO 30<sup>TH</sup> JUNE 2009**

Dear Sir,

United States of America (USA) is one of the important markets for the agro and processed food products in the world. Indian food products have already gained popularity in U.S. There is large ethnic and Asian population settled in U.S. providing good market opportunities for the exporters of Indian agro products. Thus tremendous opportunities exist not only to enhance bilateral trade but also explore investment opportunities, joint ventures, and strategic partnerships for Indian food products

International Fancy Food Show is considered to be one of the largest and best fairs in the United States of America and is very popular among the importers and exporters of agro products around the world. Last year approx. 60 countries from all over the world participated in the event which attracted approximately 53000 visitors. Considering the importance of this fast emerging market, APEDA has been participating in this event on a regular basis through ITPO. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in this event last year.

This year also APEDA has decided to participate in the forthcoming event "55<sup>th</sup> Summer Fancy Food Show 2009" to be held at Javits Centre, New York from 28<sup>th</sup> to 30<sup>th</sup> June 2009. It is proposed to promote Indian food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits and vegetables, chutneys, pickles, herbal tea, wines and basmati Rice through free sampling to visitors.

Considering the last two years overwhelming response from the exporters for this exhibition, this year APEDA has taken 200 sq. mtrs. of space to project the Indian products. The participants will be accommodated on first come first served basis. To create an ambience by displaying the Indian products in focused and effective manner, APEDA has planned to construct and decorate the individual stand professionally. It has been decided that a subsidized amount of Rs. 1.5 lakhs will only be charged from the individual exporters for a fully

decorated, ready to move in, stall of 9 sq. mtrs. If you wish to have more area, stall in multiplication of 9 sq. mtrs. could be requested.

In case you are interested in participating in this event along with APEDA, may send us your confirmation alongwith a draft/cheque of Rs. 1.5 lakhs for an area of 9 sq. mtrs. or multiplication of that by 5<sup>th</sup> May 2009 to finalise the final list of participation. As the large number of participation is expected allocation of stalls would be strictly on first come basis. The details of your representative who would be participating from your side as per the enclosed format and APEDA's registration number (may also be forwarded at the earliest for arranging the visa invitation from the fair authorities.

If you wish to do the wet sampling of your products during the exhibition, you may indicate the additional requirements, so that necessary arrangements could be made. The other details of the fairs would be forwarded once we receive the confirmation for participation in the above exhibition. The contact details of APEDA officials deputed for the show is as under :

A S Rawat  
General Manager  
A P E D A  
4<sup>th</sup> Floor, NCUI Building,  
3, Siri Institutional Area,  
Opp. Asiad Village,  
August Kranti Marg,  
New Delhi – 110 016.  
Telefax : 26526196  
Email: [gmmpd@apeda.com](mailto:gmmpd@apeda.com)

Thanking you,

Yours faithfully,

A S RAWAT  
GENERAL MANAGER

Encl. : as above

**India Trade Promotion Organisation**

**Summer Fancy Food Show, New York, (USA), June 28-30, 2009**

Personal Details/Name of Attendee	
Gender	
Date of Birth (date/month/year)	
Nationality	
Passport Number	
Passport Issuing Authority	
Passport Issue Date	
Passport Expiry Date	
City from which visa will be applied	

**Company Details**

Company Name	
Position	
Business Nature	
Company Address	
Phone Number	
Fax Number	
Email Address	

Signature

Name and Designation of Authorised Signatory

Stamp of the company