

CIRCULAR

Subject: - Inviting participation for Mango Promotion Programme to be organized in China in the current Mango season

Dear Exporters

As you are aware that Mango is a potential produce of India and considering its export potential, APEDA has planned to organize Mango Promotion Programmes in China between 03rd June to 09th June, at Beijing, Shanghai and Guangzhou, China. China is a potential untapped market for export of mangoes. The promotion programmes would be organized in association with the Indian Embassy in China and consulates.

The promotion programmes would be organized for duration of 07 days. A two days programme would be organized at each place. The programme at all the locations will have a buyer seller meet and in store promotion at reputed stores being tied up by doing wet sampling of mangoes.

The Mangoes to be used for wet sampling would be sent by participating exporters to Indian Embassy as per the quantity decided by APEDA. Mangoes to be sent to Indian Embassy would have a label of "Diplomatic Bag" with required protocol and labels as mentioned in India –China Protocol.

The willing exporters sending mangoes are requested to join the mango promotion programme and give their acceptance by 22.05.19 with their full details (annexure -1 enclosed) with a copy of Passport.

In case you require any further information or clarification, please feel free to contact:

Dr. C B Singh, Assistant General Manager,
APEDA, New Delhi
Contact No: 08334905777
Mail ID: cbsingh@apeda.gov.in

Details of participants in Mango promotion programm in China (Annexure-1)

S.No	Particular	Remarks
1.	Name of the APEDA registered Company	
2.	Name of the Participants on behalf of Company	
3.	APEDA RCMC No	
4.	Registered office details with contact No and Mail ID	
5.	Passport details	
6.	Pack house details where the mango will be processed as per the China protocol	