

Sub : APEDA's participation in ABASTUR – 2013, Mexico City; 26-29 Aug, 2013

Dear Sir

ABASTUR is the most important international food and beverage exhibition that widely covers HORECA & food sector in Mexico and adjoining countries of the region. The show profile attracts visitors from across the sections viz. 41% Horeca segmenty, 28% buying house, 11% catering & banquet services, 20% Bakery establishments/ coffee stores/ retail buyers & academiaetc. The Mexican Hotel and Motel Association also takes part in the alliance with CANIRAC and AMAIT, they will support all Mexico's hotel entrepreneurs attendance (AMHM represents 100 agencies in all the country and more than 4,000 establishments as members). As per information received from organizers, during Abastur -2012, about 65% of the exhibitor generated an average business of over 50,000 US\$, about 14 % generated in the range of 50,000 to 150,000 USD and the remaining 21% generated 150,000 US\$ worth of business (including about 5% exhibitors who generated business to the tune 500,000 US\$) and generated an estimated total business of US\$ **37** million. **ABASTUR** expects about 25000 local & international visitors from F&B sector, HORECA sector, confectioners, importers/ distributors/ wholesalers, super / hypermarkets, food processors, Govt. and trade associations etc.

Indian rice, curries, snack foods, ready to eat items etc. are getting popular in Mexico market driven by large ethnic population as well as similarity in taste pallet. Mexico market, thus, provide good opportunities for exporters/ manufacturers of Indian food products/ agro commodities. As per DGCIS report, the export of APEDA monitored products to Mexico during 2011-2012 stood at Rs 277 crore approx. showing an aggregate growth of about 60% over the earlier trade volume of Rs 173 crore approx.

In view of the importance of Mexican market for Indian food products and APEDA in continuation of its effort to increase export of Indian agricultural produce and processed foods to Latin America region, APEDA has decided to participate in 28th 'ABASTUR – 2013' at Mexico City during 26-29 Aug, 2013. Mexico, besides being a potential market of 110 million inhabitants, is a natural bridge for export/ business in five different key markets viz. U.S.A., Central American countries, Latin American countries, Canada and Caribbean countries. A brief about Mexico is enclosed.

APEDA proposes to take fully constructed and furnish stand of 100 sq. mtr and participants will be accommodated on first come - first serve basis without any charges. It is understood that the exhibitors holding valid USA visa may not require Mexico visa in addition. MDA benefits provided by Government of India for participation in exhibition/fair in Latin American countries will be applicable as per rules.

It is proposed to promote Indian food products through free sampling to visitors. In case you have any counterpart in Mexico/USA, we will prefer if he can deliver the material at APEDA's stand and be personally present along with the products. All possible help will be extended to your counterpart.

APEDA will be represented by the undersigned and an official of the Ministry of Commerce and Industry, Govt. of India. Please feel free to contact me at telephone no. 011-26514046 Mobile: 09811299352, fax no. 011-26516259/26526187 or email: ssnayyar@apeda.gov.in for queries, if any.

With regards,

Yours sincerely,

S S Nayyar
General Manager

A brief about Mexico:

Mexico has a free market economy in the trillion dollar class. It contains a mixture of modern and outmoded industry and agriculture, increasingly dominated by the private sector. Since the implementation of the North American Free Trade Agreement (NAFTA) in 1994, Mexico's share of imports has increased from 7% to 12%. Mexico also has free trade agreements with over 50 countries. Mexico's Gross Domestic Product (GDP) in purchasing power parity (PPP) was estimated at US \$1.463 trillion in 2009, and \$874.8 billion in nominal exchange rates. As such, its standard of living, as measured in GDP in PPP per capita was US \$13,200. The country has a population of 111,211,798 (July 2010 est.) and about 29% of population is below 14 years while 65% are in the age bracket of 15-64 years. More than 77% of the population live in urban areas. Further, Mexico is the fifth-largest country in the Americas by total area and the 14th largest independent nation in the world.

The World Bank reported in 2009 that the country's Gross National Income in market exchange rates was the second highest in Latin America, after Brazil at US \$962.076 billion, which lead to the highest income per capita in the region at \$8,960. As such, Mexico is now firmly established as an upper middle-income country. Tourism is one of the most important industries in Mexico. It is the fourth largest source of foreign exchange for the country. Mexico is the eighth most visited country in the world (with over 20 million tourists a year). **The Mexican economy is expected to nearly triple by 2020. According to [Goldman Sachs](#), by 2050 Mexico will have the 5th largest economy in the world**