Dear Exporter,

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. Every Year approx. 80 countries from all over the world participate in the event which attracts large no. of visitors. Considering the importance of this fast emerging market, APEDA has been participating in this event on a regular basis.

This year also APEDA has decided to participate in the forthcoming event “61st Summer Fancy Food Show 2015” to be held at Jacob K. Javits Convention Center, New York City, USA from 28th June – 30th June, 2015. It is proposed to promote Indian food products like; processed food, ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits (fresh mangoes), vegetables, chutneys, pickles, organic products, basmati rice, tea, wines and basmati Rice through free sampling to visitors.

This year APEDA has taken 1900 sq.ft of space to project the Indian products. MS. Vinita Sudhanshu, Asstt. General Manager and Ms. Shobana Kumar, Field Officer APEDA will be coordinating APEDA’s participation in the event. The participants will be accommodated on first come first served basis. To create an ambiance 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 an amount of Rs. 2.50 lakhs will be charged from the individual exporters for a fully decorated, ready to move in, stall of 100 sq.ft. The exhibitors shall be provided with the fully constructed and furnished stand however, the exhibitors will have to manage the despatch and clearance of exhibits of their own. If you wish to have more area, stall in multiplication of 100 sq.ft. could be requested.
In case you are interested in participating in this event along with APEDA, may send us your confirmation alongwith a draft of Rs. 2.50 lakhs in the name of APEDA, payable at New Delhi for an area of 100 sqft. or multiplication of that by 18TH May, 2015 to finalize the list of participation. The Demand Draft shall be sent to Mrs. Shobana Kumar, F.O. at APEDA, New Delhi.

The participants shall also fill up the application form, in the format given below, and submit to the Head office alongwith the DD.

Ms. Vinita Sudhanshu  
Asstt. General Manager  
APEDA  
4TH Floor, Banking Complex Bldg.  
Unit No. 3&4 Sector – 19A, Vashi  
New Mumbai -400 705  
Phone 022-27840949/27845442  
Fax 022-274842273  
Mobile - 9167887633  
Email: vinitas@apeda.gov.in

or

Ms. Shobana Kumar  
Field Officer  
APEDA  
3rd Floor, NCUI Auditorium Building,  
3, Siri Institutional Area,  
Opp. Asiad Village,  
August Kranti Marg,  
New Delhi – 110 016.  
Telefax : 011-26850877  
Mobile : 9013730865  
Email: shobana@apeda.gov.in
**APPLICATION FORM**

Name of the Fair/Exhibition: 61st SUMMER FANCY FOOD SHOW 2015, NEW YORK CITY, USA

Date of Fair/Exhibition: FROM 28TH TO 30TH JUNE, 2015

Name of Company

Address

Street

State

Tel:

Fax:

Email:

Website (if any):

Name & Designation of Key Executive

Are you a registered with APEDA, (Yes/No.)

RCMC NO.

If yes please attach a Photocopy of Registration Certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration Certificate

Are you a member of other EPC/Commodity Board? Please specify

Space requirement in (sq. Mtrs.)

Products to be display

Total turnover of Company (For 3 Years) In Rs. Export turnover In Rs.

**Organization Activity (Describe your Organization Profile)**

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**PAYMENT DETAILS:**

Payment may be made by Pay Order/Demand Draft, favouring “APEDA, NEW DELHI” payable at New Delhi (India) in Indian Rupees.

Please return filled application form for booking of space at APEDA Pavilion by Fax/E-mail (vinitas@apeda.gov.in, shobana@apeda.gov.in) or by post

Mobile ____________________ email _________________________

Date: ____/____/______ Applicant’s signature along with Stamp: __________________________