

61st SUMMER FANCY FOOD SHOW 2015 TO BE HELD AT NEW YORK CITY, USA FROM 28TH JUNE – 30TH JUNE, 2015

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



AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

APEDA, 3rd Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, (OPP.
Asiad Village New Delhi 110016
Phone: 011-26513204/26513219/2651

APPLICATION FORM

Name of the Fair/Exhibition	61 st SUMMER FANCY FOOD SHOW 2015, NEW YORK CITY, USA		
Date of Fair/Exhibition	FROM 28 th TO 30 th 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)			

PAYMENT DETAILS:

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

Date	DD No. with Bank Name	Amount in Rs.

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: _____