Subject: Participation in FHC 2010, Shanghai, China 10th – 12th November 2010

Dear Exporter,

APEDA is organizing the participation in FHC 2010, Shanghai being held from 10th -12th November 2010. The 14th International Exhibition of Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries, is a prestigious fair. FHC 2010 is the largest imported food & wine show in China, which is open exclusively to trade visitors only. In the last year event, Chinese major importers and distributors participated in the event. 849 exhibiting companies from 61 countries and regions and 28 official National pavilions had recorded their presence. This annual event is considered to be one of the premier exhibition attracting buyers from all over the globe, in view of the importance of the growing market in agro sector. Floriculture products, Fresh Fruits & Vegetables, Processed fruits and vegetables, Dried and Preserved vegetables, Fruit juices, Guar gum, Jaggery and Confectionery, Groundnuts, Alcoholic Beverages and miscellaneous food preparations are the major products being exported to China from India.

This year FHC 2010 is being held from 10th to 12th November 2010 at Shanghai New International Expo Centre (SNIEC), Shanghai, China. APEDA has already booked a prime location premium stand of 42 sq. mtr for APEDA and its exporters. The export of agri products in that country is on increase. Your participation in the event is bound to bring good results. The space would be provided to exporters; on first cum first served basis. In case your organization is interested in participation under the country pavilion arranged by APEDA, please send your confirmation along with contact & passport details. The publicity material and product samples may also reach APEDA by 10th October 2010. Considering the importance of the mega event, we are trying to organize the participation at a large level.

Mr. T. Sudhakar, Deputy General Manager, RO- Mumbai, Phone no. 022-27840350, cell 09440059647 and undersigned have been nominated to co-ordinate various activities pertaining to this event at this show.

Please confirm your interest to participate in the event at your earliest. However, if you wish to send your samples alone you may confirm that at your earliest. I may be contacted at cell 09654360533, Phone no. 011-26517019, e-mail: agmmpy@apeda.com

Regards,

(Man Prakash Vijay) Assistant General Manager APEDA, New Delhi