

APEDA's participation in FHC, China'2012

Dear Exporter,

APEDA is participating in Food and Hotel Convention'2012, Shanghai, China' 2012 to be held at Shanghai New International Expo Center (SNIEC), China during 14th – 16th November'2012. FHC China is the only Food & Hospitality Tradeshow in China with 17 years of proven success.

The unique feature of FHC, and the reason it is so popular with international companies, is the fact that this show is exclusively for imported food, frozen meat, wines and hospitality supplies.

India's export to China during the last three years has increased at substantially. The major items being exported are guargum, mango pulp and other processed fruits and vegetables and miscellaneous processed food products.

Considering the booming trend of Indian food products, APEDA has booked approx. 54 Sq. mtr. space for organizing it's participation. APEDA invites exporters for participation in this fair for promotion and marketing of their produce. The participation is free of cost, however, the transportation and stay has to be arranged by the exporter. The request for participation in the event would be entertained on first cum first serve basis. In case you are interested in participating in this event along with APEDA . Please send your confirmation within 15 days of the receipt of the letter, your product samples along with publicity material should reach APEDA, New Delhi by 20th Oct, 2012 along with the detailed packing list of the product samples mentioning the name of the ingredients used in the product.

Non participating exporter can also send their products samples and publicity materials for free distribution and publicity in this fair.

In case you are interested, it is requested to send your confirmation immediately to Mr.A.S.Rawat, General Manager, APEDA at gmbnf@apeda.gov.in or undersigned at apedabl@apeda.gov.in

R.K.Mondal
Asstt. Gen. Manager
APEDA, Bangalore