

Dated : 24.05.2011

**57TH SUMMER FANCY FOOD SHOW 2011 TO BE HELD AT
WALTER-E WASHINGTON CONVENTION CENTRE, WASHINGTON
DC, USA FROM 10TH TO 12TH JULY 2011.**

Dear Exporters,

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 through ITPO.

This year also APEDA has decided to participate in the forthcoming event "57th Summer Fancy Food Show 2011" to be held at Walter-E Washington Convention Centre, Washington DC, USA from 10th to 12th July, 2011. It is proposed to promote Indian food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits and vegetables, chutneys, pickles, herbal tea, wines and basmati Rice through free sampling to visitors.

Considering the overwhelming response from the exporters in the past for this exhibition, this year APEDA has taken 288 sq. mtrs. of space to project the Indian products. Chairman, APEDA will be leading the delegation of the Exporters and Secretary; APEDA will be coordinating 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 a subsidized amount of Rs.1.75 lakhs will only be charged from the individual exporters for a fully decorated, ready to move in, stall of 9 sq. mtrs. If you wish to have more area, stall in multiplication of 9 sq. mtrs. could be requested.

In case you are interested in participating in this event along with APEDA, may send us your confirmation alongwith a draft/cheque of Rs.1.75 lakhs for an area of 9 sq. mtrs. or multiplication of that by **31st May 2011** to finalise the list of participation. As the large number of participation is expected allocation of stalls would be strictly on first come basis.

The confirmation for participation in the above exhibition may be forwarded at the following address :

Sunil Kumar
Secretary
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3rd Floor, NCUI Auditorium Building,
3, Siri Institutional Area,
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