

SUBJECT: FISPAL FOOD SERVICE , SAO PAULO
FROM 6TH TO 9TH June 2011

Dear Exporter,

Fispal Food Service is the event considered to be one of the largest and exclusive fairs in the Latin America region and is very popular among the importers and exporters of agro products around the world. Considering the Brazilian food service market an excellent business opportunity for international companies, APEDA regularly participates in this event. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in this event in the last few years.

This year also APEDA has decided to participate in the forthcoming event "Fispal Food Service Show" to be held at Sao Paulo, Brazil from 6th to 9th June 2011. It is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, and basmati rice.

APEDA has taken 100 sq. mtr. space for organizing its participation in this event and wish to accommodate up to ten exporters only, due to space constraint and the request for participation in the event would be entertained strictly on first cum first serve basis. The interested exporters are requested to send their confirmation latest by 31st May 2011 positively along with the details of the produce to be displayed.

Considering the importance of the event, we are trying to organize the participation at a large level. Undersigned and Mr. Umesh Kumar, Asstt. General Manager, APEDA, would be coordinating the activities at the show.

Your participation interest should be confirmed to us through email: gmmpd@apeda.gov.in or fax.011-26526196 at the earliest.

Yours sincerely

(A.S.RAWAT)
General Manager