

SUBJECT: Made in India Show, Dhaka, Bangladesh
From 3-5, December, 2012

Dear Exporter,

APEDA is participating in Made in India Show at Dhaka, Bangladesh organised by FICCI and Ministry of Commerce & Industry and Embassy of India, Dhaka from 3rd to 5th December 2012. Considering the fast emerging and potential market in the neighboring country, APEDA has decided to participate in this event.

The objective of "The India Show" is to highlight India-Bangladesh partnership in the 21st century and showcase the excellence of Indian business across sectors; strengthen the cooperation ties in existing and new areas of mutual interest. Considering India Show a potential event, APEDA is participating in the Show scheduled to be held from 3rd to 5th Dec. 2012 Dhaka. We intend to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, wine, basmati rice and fresh produce. We are also planning to organize specific promotion for Wine, Basmati Rice, Non Basmati Rice and Processed Food Products during our participation in the event.

APEDA has taken 90 sq. mtr. space for organizing its participation in this event and wish to accommodate up to 8-10 exporters only, due to space constraint. The request for participation in the event would be entertained strictly on first cum first serve basis and on the basis of likely potential of the product in that market. The interested exporters are requested to send their confirmation for participation latest by 9th November 2012 positively along with the details of the products to be displayed to the undersigned at dgmum@apeda.gov.in, Tel 022-278403050/27840949 or Mr. Umesh Kumar, Asst. General Manager at rmkol@apeda.gov.in at the earliest.

DR. SUDHANSHU
DY. GENERAL MANAGER