

Subject:- India Show, Addis Ababa, Ethiopia from 20th to 22nd May 2011.

Dear Sir,

CII has requested APEDA to participate in India show, Addis Ababa, Ethiopia scheduled to be held from 20th to 22nd May 2011. It has been communicated that CII is organizing the event in association with Embassy of India, Addis Ababa, Ethiopia and supported by Department of Commerce, Ministry of Commerce & Industry, to promote Indian industry overseas and increase bilateral trade. The India Show will coincide with the “India Africa Forum Summit” being organized by Ministry of External Affairs. The Hon’ble Prime Minister of India is also expected to visit the “India Show”. The proposed India Show will provide an opportunity for the Indian exporters to expose their products to the Ethiopian market and to exhibit the technical capabilities / skills of the Indian industry.

APEDA has proposed to Ministry of Commerce to participate in the event by taking a space of 49 sq. mtrs. 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 through free sampling to visitors.

In case you are interested in participating in this event along with APEDA, please send us your confirmation by 2nd May 2011 along with your passport details, APEDA’s registration number (for arranging visa invitation) and the products to be displayed. Your samples along with publicity material may also reach APEDA by 6th May 2011 positively. The space would be provided on the basis of first come first served basis.

Your participation interest should be confirmed to us through email: gmpfd@apeda.gov.in or fax.011-26526187 at the earliest.

Yours sincerely

Sd/-

Pravin Gupta
General Manager