

## **Inviting participation in events for promotion of export of Basmati rice to Latin American Countries**

Promotion events are proposed to be held at Santiago, Buenos Aires & Sao Paulo for export promotion of Basmati rice from India to Chile, Brazil and Argentina. First event is scheduled to be held at Santiago on April 11, 2018 followed by the events at Buenos Aires and Sao Paulo. The Embassies of India in these three countries are coordinating the organization of the event with involvement of government departments, local Indian restaurants, trade associations and importers, press and media etc.

Based on past export performance and business plan, APEDA will select the participants keeping the total number of participants up to 20. APEDA may consider to provide assistance up to a maximum of Rs. 1.00 lakh in the form of cost of air ticket as per applicable MAI guidelines of the Dept. of Commerce.

Exporters of rice registered with APEDA are invited to participate in the promotion event at all the three places. Interest for participation may be sent by email to Mr. A.K. Gupta, Director (BEDF) at [akgupta@apeda.gov.in](mailto:akgupta@apeda.gov.in) by March 2, 2018. Following details may be provided by the applicant members:

1. Name & address with contact details of the key person
  2. APEDA RCMC number
  3. Export of rice in last 2 years and the current year with CA certificate for the same giving details of quantity and value for each market for each year. This information may be given separately for Basmati and non-Basmati rice.
  4. Business plan for market development in Latin American Countries.
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