

**SUBJECT: THE 12TH MALAYSIA INTERNATIONAL FOOD
& BEVERAGE TRADE FAIR, KUALA LUMPUR, MALAYSIA
FROM 13TH TO 15TH JULY 2011**

Dear Exporter,

Malaysia International Food & Beverage Trade Fair is the event considered to be one of the largest and exclusive fairs in the South East Asia region and is very popular among the importers and exporters of agro products around the world. Considering the fast emerging market of South East Asian Region, APEDA regularly participates in this event. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in the last few years in the aforesaid event.

Considering the potential of the event, this year also APEDA has decided to participate in the forthcoming event scheduled to be held at Kuala Lumpur, Malaysia from 13th to 15th July 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 54 sq. mtr. space for organizing its participation in this event and wish to accommodate up to 5-6 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 20th June 2011 positively along with the details of the products to be displayed to the undersigned at agmpr@apeda.gov.in or Tel 011-26534175 at the earliest.

Yours sincerely

Sd/-

VINITA SUDHANSU
ASSTT. GENERAL MANAGER