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**Promotion Programme of Indian Food Products in Mexico from 9th - 11th, November, 2016**

APEDA intends to promote Indian Food Products in Mexico City from 9th - 11th November, 2016 in association with Embassy of India. We intend to promote dehydrated products, snacks foods & ethnic products, fruit pulp, cereal, cereal preparations etc.

Mexico is a natural bridge for export and business in five different markets – United States, Canada, Central America, Caribbean and Mexico itself, which alone is a potential market of 110 million inhabitants and has signed free trade agreements with 31 countries in 3 continents. Mexico is the second largest trading partner of the United States, representing 80% of the commercial interests of that country in Latin America is on Food and beverages, food processing equipment, food processing machinery, food services etc.

Indian rice, curries & snack food etc., are getting popular in Mexico market. Ethnic population settled in Mexico provides good market opportunities for the exporters of Indian agro products apart from the main stream local population. The promotion campaign will also help in educating the main stream population about variety, taste and versatility of Indian food products. This is an untapped market and hence has good potential.

The promotion programme will encompass instrumentalities like:

- 1) Buyer Seller Meet (BSM) with potential buyers.
- 2) Press Conference
- 3) One to one interaction with procurement Incharge of leading super markets and whole sale dealers.
- 4) Interaction with concerned functionaries to understand import requirement and other details.

Interested participants are requested to confirm their participation in this programme by **15/09/2016**. The expenses towards the promotion, publicity etc. will be taken care by APEDA through Embassy of India. The expenses towards travels and stay will have to be borne by the individual participants, however, MDA is eligible for this sector as per the guideline. Needless to say number of participants is limited which will be decided on the first come first basis and the products they wish to promote.

You may clearly indicate the products you wish to promote, your existing exports to this destination, if any and other related details. For further details undersigned or Mr. Surender Pal, Asst. General Manager may be contacted on [tarunbajaj@apeda.gov.in](mailto:tarunbajaj@apeda.gov.in) or +91 9818112273, [surender@apeda.gov.in](mailto:surender@apeda.gov.in)

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