

Date: 06/10/2015

**APEDA'S PARTICIPATION IN FOOD EX SAUDI ARABIA,
at "Jeddah Centre for Forums & Events Exhibition Centre
JEDDAH, 17-20th November, 2015**

Dear Exporters,

Foodex Saudi, 2015 trade fair is the event considered to be one of the largest and exclusive fairs in the Middle East Region and is very popular among the importers and exporters of Agro products around the world. Considering the fast emerging market of Middle East region, APEDA has decided to participate in this event. We shall focus on specific promotion of Processed Food Products i.e. ready-to-eat food/curries, Basmati Rice and Livestock Products during our participation in this event. APEDA's participation shall be organized at "Jeddah Centre for Forums & Events Exhibition Centre, Jeddah, Saudi Arabia from 17-20 November, 2015.

MDA is available for this event against submission of application as per procedure laid down in the guidelines of MDA available at APEDA Website : www.apeda.gov.in under the heading "Trade Promotion Assistance" and sub heading "Financial Assistance Schemes".

APEDA has taken 216 Sq. Mtrs. Space for organizing its participation in this event and wish to accommodate up to 20 exporters only, due to space constraint. **The Balance space left 72 sq. mtrs. is available for booking.** The request for participation in the event would be entertained strictly on submission of payment of participation charges of Rs.1.98 Lakh on "FIFO/First cum first served basis" in favour of APEDA for 9 sq. mtrs built up stall. The area can be booked in multiplication of 9 Sq. mtrs. Interested exporters may send their confirmation alongwith payment through Bank Draft/ RTGS- Name of Bank: State Bank of Travancore (SBT), APEDA Bank Account No.: 00000057022180304, IFSC Code: SBTR0000563, Bank Address: P.B.No.4, 1st Floor, Ansal Chambers, Bhikaji Cama Place, Ramakrishnapuram Main P.O., New Delhi, Delhi, Pin-110066 for **participation latest by 5th October, 2015** positively to Mr. Umesh Kumar, AGM, APEDA, New Delhi at E-mail: umeshkumar@apeda.gov.in Ph.011-26516791 Extn. 350, Mobile No.:8588820107 and/or Mr. Kumar Gautam, Accountant at E-mail: kgautam@apeda.gov.in Ph.011-26513219 Exn.416 Mobile: 8470033304.

Yours sincerely

Umesh Kumar
AGM, APEDA
New Delhi