

**Sub: APEDA's Participation in SIAL Middle East at Abu Dhabi from
24th-26th November,2013**

SIAL Middle East is the fastest growing professional event for the food and beverage industry in the Middle East almost doubling in size since 2010 and achieving a 30% increase in visitor numbers each year. The exports to UAE during 2012-13 have reached to Rs 6,286.59 crores. Some of the factors for being one of most lucrative market are liberal import policy, well-managed logistics, presence of Indian ethnic population, increasing interest in Indian food products due to quality and strengths in our products.

Abu Dhabi, a modern and safe commercial hub, is perfectly positioned to meet potential partners from across the Middle East. During 2012 in SIAL Middle East 552 exhibitors from 51 countries and the show attracted more than 12,630 visitors from 92 countries.

Considering the fact that UAE is one of the prime markets for Indian agricultural and processed food products, APEDA is participating and organising India Pavilion in SIAL Middle East first time and have booked 300 sq. mtr. space to display and promote exports of agro and processed food products. The event featuring the best of the world's food will provide food companies with a golden opportunity to access the potential of the increasing sophisticated UAE Food Market.

The show also has the facilities of attending various events such as Seminars and Buyer-Seller meet. 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.

A 9 sq. mtr. built up stall will be provided to interested exhibitors at a subsidised amount of Rs.75,000 only. Since the confirmations will be entertained on first cum first serve basis, you may therefore confirm your participation to us by sending a draft of Rs.75,000/- in favour of "APEDA" payable at New Delhi latest by 15th July 2013.

APEDA's participation in the event would be coordinated by Sunil Kumar General Manager, APEDA and Samidha Gupta, Assistant General Manager, APEDA and may be contacted at:

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