

**SUMMER FANCY FOOD SHOW 2013 TO BE HELD AT Javits Centre,
New York, USA From June 30 – July 2, 2013**

Dear Exporters,

United States of America (USA) is one of the important markets for the agro and processed food products in the world. Indian food products have already gained popularity in U.S. There is large ethnic and Asian population settled in U.S. providing good market opportunities for the exporters of Indian agro products. Thus tremendous opportunities exist not only to enhance bilateral trade but also explore investment opportunities, joint ventures, and strategic partnerships for Indian food products

International Fancy Food Show is considered to be one of the largest fair in the United States of America and is very popular among the importers and exporters of agro products around the world. Every Year approx. 80 countries from all over the world participate in the event which attracts large no. of visitors. Considering the importance of this fast emerging market, APEDA has been participating in this event on a regular basis.

This year also APEDA has decided to participate in the forthcoming event **“Summer Fancy Food Show”** from June 30 – July 2, 2013. From this year onward the venue has been shifted to Javits Centre, New York, USA. It is proposed to promote Indian food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits (fresh mangoes) etc. and vegetables, chutneys, pickles, organic products and wines through free sampling to visitors.

This year APEDA has taken 2000 sq. ft. of space to project the Indian products. The participants will be accommodated on first come first served basis. To create an ambiance by displaying the Indian products in focused and effective manner, APEDA has planned to construct and decorate the individual stand professionally. It has been decided that an amount of Rs.1.75 lakhs will be received as contribution from the individual exporters who would be provided a ready to move in, stall of 100 sq.ft. If you wish to have more area, stall in multiplication of 100 sq. ft. could be requested subject to availability.

In case interested in participating in this event along with APEDA, may send us your confirmation alongwith a draft/cheque of Rs. 1.75 lakhs for an area of 100 sq. ft. or multiplication of that by **5th June 2013** to finalize the list of participation. As the large number of participation is expected allocation of stalls would be strictly on first come basis.

The confirmation for participation in the above exhibition may be sent to **Mr. Man Prakash Vijay, Assistant General Manager, Phone No.: 011-26517019, Cell No.: 9654360533, E-mail: mpvijay@apeda.gov.in**