

**THE INDIA SHOW 2012, BEIJING, CHINA  
FROM 26 – 28 OCT. 2012**

Dear Exporter,

APEDA is participating in the India Show 2012 Beijing, China organised by CII in association with Ministry of Commerce & Industry and Embassy of India, Beijing from 26<sup>th</sup> to 28<sup>th</sup> Oct. 2012. Considering the fast emerging market of South East Asian Region, APEDA has been regularly participating in different events in China.

Considering India Show a potential event, APEDA is participating in the Show scheduled to be held from 26<sup>th</sup> to 28<sup>th</sup> Oct. 2012 at Beijing. We intend proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, wine basmati rice and fresh produce. We are also planning to organize specific promotion for Wine, Basmati Rice and Processed Food Products during our participation in the event.

APEDA has taken 72 sq. mtr. space for organizing its participation in this event and wish to accommodate up to 7-8 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 13<sup>th</sup> Oct. 2012 positively along with the details of the products to be displayed to the undersigned at [dgmmum@apeda.gov.in](mailto:dgmmum@apeda.gov.in), Tel 022-278403050/27840949 or Ms Shobhna Kumar, Field Officer at [fosk@apeda.gov.in](mailto:fosk@apeda.gov.in) at the earliest.

DR. SUDHANSHU  
DY. GENERAL MANAGER