

APEDA's Participation in World Food 2012, Ukraine (31 – 2 November 2012)

Dear Exporter,

APEDA is participating in world Food 2012, Ukraine being held at the International Exhibition Centre, Kiev, Ukraine, during 31st October to 2nd November 2012. The World Food is considered as one of the big exhibition in the European region and is very popular among the importers and exporters of agro products around the world. Considering the importance of the market APEDA is participating first time in this event. The event is a series of exhibitions for the food and drinks industry with an established reputation and traditions. It is the favoured meeting place for producers, suppliers, exporters and importers of food products and representatives of the retail and restaurant sector.

India's export to Ukraine during the last three years has been increased at the growth of 50% per annum. The major items being exported are Groundnuts, processed, Dried and preserved fruits and vegetables, guar gum, Basmati and Non Basmati Rice, Grapes and Miscellaneous Processed food products. Some statistical information about our exports to Ukraine is given below:-

Product	Qty in MT, Value in Lacs							
	2008-09		2009-10		2010-11		2011-12(April-Feb.)	
	Qty	Value	Qty	Value	Qty	Value	Qty	Value
Groundnuts	4285	2003	7852	3602	10790	5673	13728	8942
Other Processed Fruits & Vegetables	4199	1288	1378	528	2042	751	3018	1248
Dried and Preserved Vegetables	1674	433	427	188	1738	821	947	643
Non Basmati Rice	0	0	0	0	0	0	2604	584
Fresh Grapes	112	77	176	109	691	443	791	546
Guargum	532	307	371	219	733	478	214	340
Basmati Rice	270	159	64	37	141	64	280	140
Miscellaneous Preparations	3	0	0	0	58	43	144	127
Cereal Preparations	8	11	28	16	63	24	105	45
Fruits & Vegetables Seeds	0	3	3	6	0	7	6	26
Other Fresh Vegetables	5	2	0	0	14	2	144	21
Other Fresh Fruits	71	34	181	107	153	57	19	20
Mango Pulp	146	89	109	52	57	23	20	9
Jaggery and Confectionery	3	1	0	0	6	4	6	4
Pulses	0	0	0	0	0	0	1	0
Dairy Products	0	0	0	0	0	0	0	0
Alcoholic and Non-Alcoholic Beverages	0	0	0	0	3	3	0	0
Other Cereals	100	12	0	0	0	0	0	0
Fresh Mangoes	0	0	0	0	8	8	0	0
Fresh Onions	0	0	56	5	28	5	0	0
Floriculture	18	12	30	15	0	0	0	0
Total	11425	4431	10676	4882	16525	8407	22026	12696

Source: DGCI

Considering the booming trend of Indian food products APEDA has booked approx 45 sq. mtr. space for organizing its participation. APEDA invites exporters for participation in this fair for promotion and marketing of their produce. The participation is free of cost however, the transportation and stay has to be arranged by the exporter. The request for participation in the event would be entertained on first cum first serve basis. In case you are interested in participating in this event along with APEDA, please send your confirmation by 20th September, 2012. Your products samples along with publicity material should reach APEDA, New Delhi by 25th September, 2012 along with the detailed packing list of the product samples mentioning the name of the ingredients used in the product.

Non participating exporter can also send their products samples and publicity materials for free distribution and publicity in this fair.

MDA is applicable for participation in World Food 2012, Ukraine subject to the following conditions of the MDA guidelines:

- 1) Intimation application must be received in the concerned EPC etc. with a minimum of 14 days clear advance notice excluding the date of receipt of application in the office of the concerned organization and the date of departure from the country.
- 2) Exporting companies with an f.o.b. value of exports of upto **Rs. 15 crore** in the preceding year will be eligible for MDA assistance
- 3) MDA is subject to the condition that the exporter is having complete 12 months membership with APEDA and filing of returns regularly.
- 4) Assistance shall be permissible to one regular employee/director/partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
- 5) The company shall not be under investigation/charged/prosecuted/debarred/black listed under the Foreign Trade Policy of India or any other law relating to export and import business.
- 6) MDA Assistance will not be available for participation in trade fairs/exhibitions organized with less than 10 participating exporters.
- 7) MDA Assistance is not applicable to exporters with nil or negligible export returns in the preceding three years.
- 8) Maximum number of permissible participations shall be **once in Focus-CIS countries in a financial year**
- 9) Assistance would be permissible on travel expenses by air, in economy excursion class fair. This would, however, be subject to an upper ceiling of Rs.70,000/-
- 10) Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.

11) The approval is hereby accorded subject to fulfilling relevant terms and conditions mentioned in MDA guidelines and also subject to the approval/amendment in MDAA Guidelines from APEDA/MOC&I at the final stage after submission of claim by your company.

The exporters are requested to send their confirmation immediately to Mr. T Sudhakar, Dy. General Manager at dgmmum@apeda.gov.in or undersigned at agmmpv@apeda.gov.in.

Regards,

Man Prakash Vijay
Assistant General Manager
APEDA, New Delhi.
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