

APEDA'S EXCLUSIVE NER PRODUCT PROMOTION PROGRAM IN BANGLADESH AND MYANMAR

The North Eastern region of India comprising eight states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim which is endowed with diverse agro-climatic conditions which are conducive for cultivation of various kinds of horticultural crops. The location of the region is geo-politically important as it shares international boundaries with China and Bhutan, **Myanmar**, Nepal and **Bangladesh**. This strategic location of NER makes it the potential hub for export of horticultural produce to neighbouring countries.

In the age of globalization, trade is important for any country of the world wherever the location of the country is. For the case of Bangladesh and India, they share 4096.7 km of land borderline, trade is definitely important here for reasons of security, mutual benefit, and regional integration. Further, Bangladesh's strategic connectivity to India's North-East Region would help India to have easy access as well as to promote export of Indian products to Bangladesh. The export of APEDA scheduled products to Bangladesh during 2016-17 is to the tune of US\$ 396.44 Million. The major products exported to Bangladesh are Non Basmati rice, Other fresh vegetables, non-basmati rice, Fresh Onions, Wheat, Maize, Cereal Preparations, miscellaneous Preparations, Dairy Products, Other Fresh Fruits, Fresh Grapes, Pulses, Groundnuts, Cocoa Products, Natural Honey, Jaggery & Confectioner, Basmati Rice, Dried & Preserved Vegetables, Other Cereals, Alcoholic Beverages, Floriculture, Mango Pulp, Milled Products, Guargum, Fresh Mangoes, etc.

The export of APEDA scheduled products to Myanmar during 2016-17 is to the tune of US\$ 24.15 Million. The major products exported to Myanmar are Jaggery and confectionery, Maize, Groundnut, Milled products, cereal preparation, miscellaneous preparation, fruits and vegetable seeds, other processed fruits and vegetables, poultry products, Alcoholic Beverages, Floriculture, Non Basmati rice, Basmati rice etc.

In order to boost export of products from North Eastern region, APEDA proposes to organize the promotion programme in Bangladesh and Myanmar in association with the Embassy of India in Dhaka and Yangon.

The event in Myanmar is proposed to be held in the month of November which will be coordinated by Mr. R.K.Mandal, Deputy General Manager mobile 8588820106 / 033-23378363 and Mr. Surender Pal, Assistant General Manager of APEDA 9818112273.



The event in Bangladesh is proposed to be held in December in Dhaka and Sylhet which will be coordinated by Smt. Sunita Rai, Assistant general Manager mobile no. 9707315705 and Smt. Thangam Ramachandran, Assistant General Manager . The exact date of the event will be communicated once it is received from the Embassy of India in Dhaka and Yangon.

The exporters interested to participate in the above mentioned events may send their application separately to nerban@apeda.gov.in and nermyn@apeda.gov.in. The application form is given below. It is also to inform that the cost of travel, stay and food will have to be borne by the participants themselves. Embassy of India would be requested to identify the hotels in these three places as per the confirmations of the participants is received. Should you have any clarification required undersigned may be contacted:

Upendra K.Vats

General Manager

APEDA

3rd Floor, NCUI Building, 3 Siri Institutional Area,

August Kranti Marg, Opp. Asiad Village,

New Delhi - 110016

Tel. : 011-26514564 Fax : 011-26514564

Mobile : 9811204812

Email: ukvats@apeda.gov.in



AGRICULTURE AND PROCESSED FOOD PROCESSED FOOD PRODUCTS
EXPORTS DEVELOPMENT AUTHORITY (APEDA)
APEDA, 3rd floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg,
(Opp. Asiad Village), New Delhi 110016
Phone 011-26513204/26513219/2651

APPLICATION FORM FOR PARTICIPATION

Name of Promotion Programme	Exclusive NER Product Promotion in Bangladesh
Date of Promotion Programme	December 2017
APEDA Registration (RCMC) Number	
Name of Company	
Full Address: City : State : Tel: Email : Mobile no. : Website (if any) :	
Name & Designation of Key Executive with mobile no.	
Type of Exporter : Manufacturer / Merchant	
Product Category	
Export Turnover of Company in the year 2016-17	In Rs.

Organization's Activities

The filed Application Form for participation in APEDA's market promotion program in Dhaka and Sylhet of Bangladesh for the products of North Eastern State of India may be sent to APEDA, New Delhi up to 5.00 pm on 15th October 2017.

Mobile _____ email _____

Date: ___/___/_____ Applicant's signature and Stamp: _____