

**Subject:- GULFOOD 2011, Dubai from 27<sup>th</sup> February-2<sup>nd</sup> March, 2011**

Dear Sir/Madam,

GULFOOD event is considered to be one of the largest and best fairs in the Gulf region and is very popular among the importers and exporters of agro products around the world. Considering the importance of the fast emerging market of Gulf region, APEDA has been regularly participating in this event since last several years. This has been our endeavor to improve the participation every year . Specific promotion for Basmati Rice and Processed Food Products has been done during our participation in this event in the last few years.

This year also APEDA has decided to participate in the forthcoming event “GULFOOD 2011” to be held at Dubai, UAE from 27<sup>th</sup> February to 2<sup>nd</sup> March, 2011. It is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, and basmati rice through free sampling to visitors.

APEDA this year has taken a large space of 400 sq. mtr. in comparison to the last years for its participation in the event and will provide space to its participants on charge basis as done last year . Same cost of Rs. 1.5 lakhs would be charged this time also from individual exporter for providing the well decorated space of 9 Sq. Mtrs. in the APEDA pavilion. Each decorated booth of 9 sq. mtr. will have one centre table, two chairs, one lockable cabinet , provision for display of products and two posters(designed material to be provided by exporter) . The space would be allocated in multiples of 9 Sq. mtr and charges and facilities offered would be applicable on the basis of the rate for 9 sq. mtr. space . In case you are interested in participating in this event along with APEDA, please send us your confirmation alongwith the payment through DD payable to APEDA, New Delhi by 25<sup>th</sup> September, 2010 positively . Also may indicate the list of products to be displayed in your confirmation . The exporters, who have sent their confirmation, would be again required to confirm their participation on the above basis. The space would be provided on the basis of first come first served basis.

Considering the importance of the event, we are trying to organize the participation at a large level . Chairman, APEDA would be present during the event for having interaction with the dignitaries and the buyers . Undersigned would be coordinating the activities at the show.

Your participation interest should be confirmed to us through email: [agmci@apeda.com](mailto:agmci@apeda.com) or fax.011-26526187 at the earliest.

Yours sincerely  
( Sudhanshu)  
Assistant General Manager  
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