

**SUBJECT: PARTICIPATION IN WORLD FOOD MOSCOW, 2011: 13-16
SEPTEMBER, 2011**

Dear Exporter;

APEDA is participating in world Food Moscow being held at Export Centre, Krasnaya Presnya, Moscow, Russia during 13-16 September 2011. Russia is the nerve center for the whole of CIS region and our exports to Russia during the last three years have been hovering around Rs.200 crores + with major items of export being processed, preserved fruits and vegetables, guar gum, jaggery and confectionery, mango pulp etc

APEDA has taken a pavilion space of 45 sq mtrs. We are getting the stall decoration done by a professional agency and a maximum of 10 exporters can be accommodated with some shelf space. Therefore we are inviting interest from exporters to participate in this exhibition through APEDA stand. The requests will be entertained **at first cum first serve basis**.

While under the Market Development Assistance (MDA) Scheme Russia qualifies as an eligible focus area but as per Government of India guidelines MDA would be applicable only if 10 exporters participate through APEDA pavilion. Therefore, interested participating exporters can also file their application for MDA but eligibility would be decided on the above grounds. The format for application is attached for your ready reference.

APEDA would be represented at the exhibition by Chairman APEDA Mr. Asit Tripathy, and Mr. Vinod K Kaul, Dy. General Manager.

In case you are interested in participating through APEDA at the exhibition, you are requested to :-

1. Send your confirmation of participation by e.mail immediately.
2. Immediately dispatch your samples to APEDA so as to reach within next one week.
3. E.mail us your pass port copy along with intended date of departure and return GIVING DETAILS LIKE passport NO., Name as appearing in passport, Place of issue, Date of Issue and Validity.
4. MDA will be applicable for one representative from one company subject to other guidelines as mentioned above.

Therefore, in view of the above and the limited space available an effort should be made that just one representative of a company participates.

Some statistical information about our exports to Russia is given below :-

Product	2007-2008		2008-2009		2009-2010	
	Qty	Value	Qty	Value	Qty	Value
OTHER PROCESSED FRUITS AND VEGETABLES	40,964.73	7,195.25	58,787.55	13,318.18	33,690.73	8,281.19
DRIED AND PRESERVED VEGETABLES	8,345.60	2,767.99	13,445.87	3,574.31	13,175.63	5,465.49
GUARGUM	3,805.09	1,982.80	6,692.98	4,175.68	6,100.98	3,914.94
FRESH GRAPES	628.79	189.87	0.00	0.00	745.81	598.24
OTHER FRESH FRUITS	1,103.39	536.65	58.57	33.03	583.63	555.47
SHEEP / GOAT MEAT	0.00	0.00	0.00	0.00	267.50	288.38
JAGGERY AND CONFECTIONERY	25,483.01	2,767.77	299.99	96.43	99.90	179.21
MANGO PULP	4,503.72	1,333.14	1,424.24	742.37	446.06	169.97
BASMATI RICE	340.56	167.89	0.00	0.00	149.27	111.66
FLORICULTURE	329.59	263.31	24.37	25.71	91.50	106.12
GROUND NUTS	246.00	103.45	0.00	0.00	169.00	85.28
WALNUTS	64.49	164.39	0.00	0.00	33.00	47.68
FRESH ONIONS	21.07	15.73	0.00	0.00	167.00	36.62
OTHER FRESH VEGETABLES	163.50	48.54	1,614.81	284.87	124.10	29.03
COCOA PRODUCTS	0.00	0.00	97.78	60.38	3.98	23.44
DAIRY PRODUCTS	18.30	14.73	0.49	1.25	15.56	18.71
NON BASMATI RICE	17,182.00	2,231.59	0.00	0.00	15.00	12.03
MISCELLANEOUS PREPARATIONS	123.26	131.74	12.76	4.16	17.21	7.66
CEREAL PREPRATIONS	10.79	3.85	43.04	15.69	5.76	2.76
FRESH MANGOES	6.15	4.00	5.44	3.12	2.68	1.49
ALCOHOLIC BEVERAGES	18.76	6.76	148.08	27.86	0.02	0.02
FRUIT AND VEGETABLE SEEDS	20.28	179.23	0.63	12.13	0.00	0.00
MILLED PRODUCTS	10.00	1.46	9.28	0.51	0.00	0.00
POULTRY PRODUCTS	57.00	43.47	0.00	0.00	0.00	0.00
PULSES	2.00	0.70	0.48	0.12	0.00	0.00
Total	1,03,448.08	20,154.31	82,666.36	22,375.80	55,904.32	19,935.39

Please respond immediately regarding your confirmation of participation.

With regards

Yours sincerely

(Vinod K kaul)
Deputy General Manager