

**No. APEDA/CIS/Infra/2007-08/
Dated 30th January, 2007**

To,

All Exporters

Subject : Indo Roma Trade Center in Bucharest, Romania

We are pleased to inform you that Ministry of Commerce has sanctioned and approved the proposal of FIEO for opening of India Trade Center (ITC) in Bucharest, Romania. The proposed ITC will serve as a window for Indian products and services under one roof. It will be like a permanent trade fair in Romania and other neighbouring countries too would be accessible.

Romania is a part of the EU and in view of significant Indian presence, it is now emerging as a gateway for Indian products in South Eastern Europe. The ITC will be located in a prestigious venue and will provide the following services :

1. Fully furnished display facility in units of 9 Sq. Mtr or multiples thereof, where catalogues and product samples / prototypes can be displayed attractively.
2. Do extensive marketing and promotion in the region by participating in trade fairs, providing meeting venue and secretarial assistance for visiting Indian exporters and facilitating exports from India. In short, act as off-shore office for participants.
3. Arranging for warehousing and assisting in all local formalities.
4. ITC will be staffed by local and Indian staff.

APEDA has decided to participate in the center. It would keep at least 2 units for generic promotion of Indian food products. APEDA proposes to take four more units and further sub lease to our constituent members on the basis of a defined set of criteria (under development) and on the same terms and conditions as will be decided by FIEO for APEDA.

In order to share the estimated expenses, each stand of 9 Sq. Mtr will be charged Rs. 3.00 lakhs per annum tentatively which may escalate to some extent depending upon the activities undertaken. The cost is payable in advance for the whole year and includes cost of all services. Any special services requested for participants would be charged separately by FIEO.

FIEO will start their marketing initiative **Virtual Office** at the site on February 1, 2008. FIEO will also appoint the Indian CEO of the INDO ROMA TRADE CENTRE S.R.L. (a separate company in Romania) in February so that we build up the trade network during this period. FIEO have started the process of interior decoration, and staff selection in India and Romania is already over.

It is now time to take proactive action in the ITC project to make it a success not only for you but also as a collective direct marketing effort by APEDA. If interested, kindly send the confirmation of your company to Mr. Harpal Singh, Dy. General Manager, APEDA (email finance@apeda.com Phone no. 98112 99371).

We take this opportunity to wish you all a very Happy New Year and look forward to your continued support as a co-partner in this project both in letter and in spirit.