

**SUBJECT : APEDA'S PARTICIPATION IN WORLD FOOD MOSCOW 2012 BEING
HELD AT MOSCOW DURING 17-20 SEPTEMBER, 2012**

Dear Exporter,

APEDA is participating in world Food Moscow being held at Export Centre Fairs Ground, Krasnaya Presnya, 1st Krasnogvardeysky Proyezed , 12 , 123100 , Moscow, Russian Federation being held during 17-20 September 2012. Russia is the nerve centre 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. Some statistical information about our exports to Russia is given below:-

Product	Qty: MTs Val: Rs Crs					
	Qty	Value	Qty	Value	Qty	Value
GUARGUM	6,101	39	14,046	118	10896	300
DRIED AND PRES VEG	13,176	55	13,477	60	0	72
OTHER PROC FRUITS & VEG	33,691	83	24,869	54	0	105
OTHER FRESH VEGETABLES	124	0	16,156	31	0	25
FRESH GRAPES	746	6	2,548	19	0	0
GROUND NUTS	169	1	2,755	15	10165	69
MANGO PULP	446	2	1,274	5	0	0
CEREAL PREPARATIONS	6	0	150	5	0	0
JAGGERY & CONF	100	2	948	3	0	0
OTHER FRESH FRUITS	584	6	187	3	0	0
WALNUTS	33	0	72	3	0	0
FRESH ONIONS	167	0	355	1	0	0
MISCELLANEOUS PREP	17	0	194	1	0	18
BASMATI RICE	149	1	138	1	337	2
FLORICULTURE	92	1	20	0	0	1
OTHER CEREALS	0	0	24	0	460	3
DAIRY PRODUCTS	16	0	20	0	0	0
FRUIT AND VEGETABLE SEED	0	0	0	0	6	1
PULSES	0	0	0	0	104	1
NON BASMATI RICE	15	0	0	0	9490	22
SHEEP / GOAT MEAT	268	3	0	0	0	0
COCOA PRODUCTS	4	0	0	0	0	0
FRESH MANGOES	3	0	0	0	0	0
ALCOHOLIC BEVERAGES	0	0	0	0	0	0
MILLED PRODUCTS	0	0	0	0	0	0
OTHER FREHS FRUITS	0	0	0	0	0	50
Total	55,904	199	77,234	318	31,458	669

APEDA has taken a pavilion space of 54 sq mtrs. We are getting the stall decoration done by a professional agency and a maximum of 10-12 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 on first cum first served 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 along with the details and requirement of the scheme are attached for your ready reference.

APEDA will be represented at the exhibition by 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 us latest by **5th September, 2012** to ensure that we are comfortable in despatching the same in time .
3. E.mail us your pass port copy along with intended date of departure and return in the following format

NAME AS IN PASSPORT
DATE OF BIRTH
PASSPORT NO
DATE OF ISSUE
PLACE OF ISSUE
VALID UPTO
DATE OF DEPARTURTE
DATE OF RETURN

Please note that the above details along with a co scanned copy of the passport may be emailed immediately since we will be organizing visa formalities through Ms Taruna Chaudhary, Salvia Travelws Pcvl Ltd, 905-906 Prakash Deep Building, 7 Tolstoy Marg, New Delhi 110001 (Tel: 011-43592711/22/23 Fax: 23730087 email : delhi@salviatravelsindia.com).

4. Send in your MDA application immediately through APEDA website and hard copy marked directly to undersigned . Please note that the MDA application must reach us 16 days prior to the date of departure . To illustrate since the exhibition commences on 17th exporters must reach Moscow b y 16th morning and be available at APEDA stand to assist collectively in decorating the stall with samples. Hence since as per guidelines date of application and date of departure are not counted your application must be received by undersigned latest by 31st August, 2012.MDA will be applicable for one representative from one company.

5. Please prepare the excel sheet for samples being despatched by you in the following format and despatch this list by email once you have despatched the samples which must reach us in time.

BOX NO.	MANUFAC.	BRAND NAME	PRODUCT DESCRIPTION (in ENGLISH)	NO. OF PCS	TYPE OF PACKING	Net Weight (Total)

6. The samples should also be accompanied by any certificates that are required for export to Russia . For Example for rice, groundnut and sesame seeds Quality Certificates in the attached format from one of the eight recognized laboratories is required. The document entitled Revise procedure for export of Plant and Plant products to Russia may be referred to .

6. APEDA's stand Number at the exhibition is **1122-J**.

7. With your application for MDA you must send CA Certificate for export returns for previous year and also confirmation if the monthly party returns have been filed by you on APEDA website.

In order to ensure that your get your coveted space at the APEDA stand in time, please send us all the details in complete form as early as possible.

With regards

Yours sincerely

(Vinod K kaul)
Deputy General Manager

**MARKETING DEVELOPMENT ASSISTANCE SCHEME
(REVISED GUIDELINES W.E.F. 1.4.2006)**

Salient Points of Revised Guidelines of MDA Scheme (w.e.f. 1.4.2006) are reproduced below for the information of member-exporters:

Export promotion continues to be a major thrust area for the Government. In view of the prevailing macro economic situation with emphasis on exports and to facilitate various measures being undertaken to stimulate and diversify the country's export trade, Marketing Development Assistance (MDA) Scheme is under operation through the Department of Commerce to support the under mentioned activities :

(i) Assist exporters for export promotion activities abroad

(ii) Assist Export Promotion Councils (EPCs) to undertake export promotion activities for their product(s) and commodities

(iii) Assist approved organizations/trade bodies in undertaking exclusive nonrecurring innovative activities connected with export promotion efforts for their members

(iv) Assist Focus export promotion programmes in specific regions abroad like FOCUS (LAC), Focus (Africa), Focus (CIS) and Focus (ASEAN + 2) programmes.

(v) Residual essential activities connected with marketing promotion efforts abroad.

Assistance to individual exporters for export promotion activities abroad – Participation in EPC etc. led Trade Delegations/BSMs/Trade Fairs/Exhibitions :

(i) 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 for participation in trade delegations/BSMs/fairs/exhibitions abroad to explore new markets for export of their specific product(s) and commodities from India in the initial phase. This will be subject to the condition that the exporter is having complete 12 months membership with concerned EPC etc. and filing of returns with concerned EPC/organisation regularly. **However, this condition would not apply in case of a new EPC for a period of 5 years from the date of its creation.**

(ii) Assistance would be permissible on travel expenses by air, in economy excursion class fair and/or charges of the built up furnished stall. This would, however, be subject to an upper ceiling mentioned in the table per tour.

Sl. No	Area/Sector	No. of visits eligible	Maximum Financial ceiling per event
1.	Focus LAC	1	Rs. 1,80,000
2.	Focus Africa (Including WANA countries)	1	Rs. 1,50,000
3.	Focus CIS	1	Rs. 1,50,000
4.	Focus ASEAN +2	1	Rs. 1,50,000
5.	General Areas	1	Rs. 80,000*
	TOTAL	5	General Areas

The participation of individual companies in the above activities shall be subject to the following conditions :

(1) For EPC etc. led Trade Delegations/BSMs **only** air-fare by Economy Excursion class upto a maximum of **Rs. 70,000 (Rs. 1,00,000 in case of Focus LAC)** shall be permissible. For participation in Trade Fairs/Exhibitions reimbursement shall be permissible subject to ceilings mentioned in the column 4 in the above table.

(2) Maximum number of permissible participations shall be five in a financial year as indicated in above table (No travel grant is permissible for visit to General Areas).

However, for priority sectors, having large employment generation potential, viz. Agriculture including food items, Handicrafts, Handlooms, Carpets, Leather & Minor Forest Produce including LAC, 2 (two) participations in General Areas would be admissible with the assistance of Rs. 1,50,000 for each participation. The exporters availing of assistance under this provision would, however, be in addition to these participations, eligible for only any 2 Focus Area participations.

(3) 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.

(4) 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.

(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) Member exporters of EPCs etc. would also be eligible for MDA assistance for participation in events organized by ITPO abroad. Their applications/claims would be routed/reimbursed through concerned EPC etc.

(7) Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.,

(8) A Maximum of three participations in a particular trade fair/exhibition would be eligible for MDA assistance and exporting companies after availing assistance three times including past cases for a particular fair/exhibition, have to participate in that fair, if any, on self-financing basis.

DOCUMENTATION FOR REIMBURSEMENT OF ASSISTANCE TO EXPORTERS:

(i) Intimation application in **Annexure V** duly completed and signed shall be submitted by the exporter to the concerned EPC etc. giving clear 14 days advance notice. Intimation and the application must be sent electronically by email also.

(ii) **Concerned Organization (FIEO, EPC etc.) on receipt of intimation shall immediately issue acknowledge receipt.** Thereafter they will examine and issue approval letter to the exporter preferable within 5 working days of the receipt of the intimation, in the prescribed format (**Annexure-VI**).

(iii) Claim along with the declaration duly completed **and the Certificate (as per Annexure VIII) duly signed by a Chartered Accountant** shall be submitted by the exporter to the concerned Organization (FIEO), EPC etc.) in the prescribed format (**Annexure-VII**) along with under mentioned papers immediately on return to India after completion of the activity but positively within 45 days of their return to India:

- Details of activity undertaken earlier with MDA assistance to the same country/countries.

- Legible photocopy of passport highlighting the entries about departure from and arrival into India and also the countries visited. In case, passport does not have arrival/departure dates regarding visits to various countries, some documentary evidence such as Hotel Bills, Boarding pass, lodging pass etc. be submitted.
- Original air ticket/jacket used during the journey. If Original air ticket/jacket is lost, a legible photocopy of the same along with a certificate from the concerned airline indicating following may be sent :

- (a) Name of the traveler
- (b) Ticket number
- (c) Flight No.
- (d) Date of departure from India
- (e) Sectors/countries visited
- (f) Class in which traveled
- (g) Economy excursion class fare for sectors/countries visited.

- Self certified f.o.b. value export figures during the last three financial years, year wise.
- Brief report about the activity participated and achievements made.

(iv) Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC, FIEO etc., within 90 days of return to India. However, claims submitted within 30 days from the expiry of the 90 days period may be entertained by or wherein the deficiencies in the claim as intimated by the concerned EPC, FIEO etc., with 10% deduction. The claims which are submitted after 120 days of return to India shall not be entertained under any circumstances. Any deficiencies in the claim as intimated by the concerned EPC, FIEO etc., must be completed within 30 days of the date of directions given in this regard failing which the claim shall stand rejected without any further intimation or reminder in this regard by the concerned EPC, FIEO etc.

Application Form For Marketing Development Assistance

For participation in Trade Fair/Exhibition/BSM/Trade Delegation Abroad

Ref. No. _____

Date _____

01.	Name of the firm with full address.	
		IEC No. _____
02.	EH/TH Certificate	No. & Date _____ Valid upto _____
03.	FOB value of exports during the last Financial year	(Rs. in crores)
04.	Particulars of fair/exhibition/BSM/Trade Delegation	Name of event: Place:

		Country: From.....To.....
05.	Particulars of visit	Date of departure from India Date of arrival in India
06.	Details of proposal(s) already submitted in the same financial year.	
07.	Details of earlier participations in the same event with MDA assistance	
08.	Name and designation of the person going abroad	

Place :

Date :

Signature