

**SUBJECT: FOOD & HOTEL CHINA 2011 SHANGHAI, CHINA FROM
16TH - 18TH NOVEMBER 2011**

Dear Exporter's ,

Food & Hotel China 2011 is the event considered to be one of the largest and exclusive fairs in the South East Asia region and is very popular among the importers and exporters of agro products around the world. The export of APEDA products to china in the year 2009-10 was Rs. 212 Crore . The major products exported to China are Guargum, Groundnuts, Mango pulp, Walnuts, Dried and preserved vegetables and cereal preparations etc. Considering the fast emerging market of South East Asian Region, APEDA regularly participates in this event. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in the last few years in the aforesaid event.

Considering the potential of the event, this year also APEDA has decided to participate in the forthcoming event scheduled to be held at Shanghai, China from 16th to 18th Nov. 2011. It is proposed to promote Indian Food products like; ready-to-eat food/curries, Mango pulp, Groundnuts, honey, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, and basmati rice.

APEDA has taken 48 sq. mtr. space for organizing its participation in this event and wish to accommodate up to 5-6 exporters only, due to space constraint. The request for participation in the event would be entertained strictly on first cum first serve basis and on the basis of likely potential of the product in that market.

APEDA's participation in the event would be organised by Mr. R. K. Boyal, General Manager, APEDA and Mr. Sudhanshu, Deputy General Manager, APEDA. The interested exporters are requested to send their confirmation for participation latest by 16th August 2011 positively along with the details of the products to be displayed at gmffv@apeda.gov.in and dgmci@apeda.gov.in at the earliest. Further, the interested exporters who wish to display their products may send the sample products with proper packaging along with the product profile and price list by 15th October, 2011 to APEDA head office positively .

Thanking you.