

PF/Japan/2012-13

Dated: 24.5.2012

Sub: APEDA's participation in India Show Tokyo Japan 20-22 June 2012

The share of agriculture in Japan's economy is minimal at 1.4% with only 15% of the total land suitable for cultivation. Thereby Japan is one of the largest food importing country in the world with 5.2% share in world's economy. The major items of import into Japan are wheat, corn, meat, floriculture, processed and frozen food products and rice. Thailand, Malaysia, Cambodia, Vietnam are the leading suppliers to Japan.

With regards to exports of fresh and processed food products from India to Japan mango pulp, guar gum, poultry products, floriculture, other processed fruits and vegetables and other cereals are major products in terms of value. Considering India's significant advancement in the agriculture and food product sectors, the focus areas for participation has been kept mainly into the categories of Basmati Rice Biryani sampling, mango promotion and Indian wine tasting. Generic promotion of these products as well as processed food products animal and vegetable products and organic products will be carried out.

APEDA has been allotted a fully constructed and furnished stand of 32 sqm and the participants will be accommodated on first come first served basis. We invite you to join this event along with APEDA. While APEDA will bear the cost of fully constructed and furnished stand in addition to the dispatch and clearance of samples, expenses for the visit will have to be borne by the participants themselves. APEDA will also assist in getting visa invitation for the participants subject to their timely submission of prescribed documents.

It is proposed to promote Indian food products through free sampling to visitors. In case you have any counterpart in Japan, we will prefer if he can deliver the material at APEDA's stand and be personally present along with the products. All possible help will be extended to your counterpart.

In view of the limited available space, you are requested to please send us your confirmation along with a brief profile of your organization and the products to be displayed as soon as possible. Your samples along with publicity material may reach the undersigned by 1st June 2012, so that their timely packing and dispatch is ensured. The undersigned and Mr. Devendra Prasad, AGM will represent APEDA. Please feel free to contact me at tel no. 011-26516245 (D), Mobile: 9811297083, fax no. 011-26516259/26526187 or email: dgmpfd@apeda.gov.in.

With regards,

Yours sincerely,

Navneesh Sharma
Dy. General Manager