

Promotion Programme of Indian Food Products in Nairobi, **Kenya from 15-17th January, 2016**

APEDA in association with High Commission of India, Nairobi, Kenya and supported by the Ministry of Commerce & Industry, Department of Commerce, Government of India is organizing “Brand Promotion” in Nairobi, Kenya from **15-17th January 2016**. The brand promotion is the initiative of Government of India to promote Brand India and Indian industry-overseas-especially in developing countries and emerging markets with a demand for Indian products.

Kenya is one of the most important trading partners of India in Africa with bilateral trade of US\$ 4 bn annually. It would be pertinent to mention that India meets about 20% of total imports of Kenya. Kenya is gateway to East Africa as Mombasa port caters to the requirement of landlocked countries including Uganda, Burundi, Rwanda and South Sudan.

The main features of Brand Promotion are :-

1. To increase brand visibility in the market and build value relationships with the Agri trade, media and consumers
2. To promote Indian ethnic products
3. In store promotion to be organized wherein distribution and display of range of Indian food products will take place.
4. Buyer Seller Meet (BSM) with potential buyers.
5. Press Conference etc.

The Focus sectors are

- Confectionary and Biscuits
- Snacks foods, Ready to Eat products
- Jams, Pickles, Chutney etc.
- Juices & Squashes etc.
- Basmati Rice and Non Basmati Rice
- Alcoholic and Non Alcoholic Beverages
- Miscellaneous Preparations
- Other Processed Fruits & Vegetables

Exporters intending to participate should ensure that the products should be of international quality both in terms of packaging and content. Preference will be given to those exporters who will ensure better display, tasting and sampling of their products.

Interested participants are requested to confirm their participation in this promotion programme by **25/12/2015**. The expenses towards the promotion, publicity etc. will be taken care off by APEDA while expenses towards travel and stay will have to be borne by the participants themselves. However, MDA is eligible for this sector as per the guidelines. Needless to say number of participants is limited which will be decided on first come first served basis.

The application form for participation in the event is enclosed. You may clearly indicate the products you wish to promote, your existing exports to this destination, if any and other related details. For further details you may contact to the following APEDA officials :-

1. **Mr S S Nayyar**
General Manager
(M) 9811299352

Email id : ssnayyar@apeda.gov.in

2. **Mr Harpreet Singh**
Executive Officer
(M) 9818810899

Email : harpreet@apeda.gov.in

2. APPLICATION FORM

S.NO.	PARTICULARS	SUBMITTED BY EXPORTER
1.	Name of the Event	Brand Promotion in Kenya During 15-17th January, 2016
2.	Name of the Company	
3.	Address	
	Telephone Number	
	Email Id	
	Website details	
4.	Name of Key Person	
	Designation	
	Mobile Number	
5.	Total Turnover of the Company	Rs in Crores
	2012-13	
	2013-14	
	2014-15	
6.	Products on display	
7.	Brief profile of company (not more than 100 words)	
8.	Whether you have participated in any Brand Promotion Event earlier, if so when?	

3.

We hereby accept the rules and regulations of participation as laid down by APEDA/Event organisers.

(Signatures of authorized signatory of the Company)

Name _____

Designation _____

Date: _____