

**APEDA's participation in Fruit Logistica 2016 on 3-5 February, 2016 being held in Berlin,
Germany**

Date: 29/10/2015

Dear Exporter,

Government has approved APEDA's participation in Fruit Logistica 2016 during 3-5 February, 2016 being held in Berlin, Germany. This is one of the major fruit based exhibitions held every year and APEDA has successfully participated in this exhibition in the past also. To showcase strength of fruits and vegetables of India APEDA would be participating this year also. In this exhibition, major conventional and organic products, fruits, vegetables, flowers, nuts, and Herbal spices are intended to be displayed by exporters.

The undersigned alongwith Mrs. Rekha Mehta, Executive Officer have been nominated to represent APEDA in this exhibition. We have been allocated total 169 sqm space in two blocks and are mobilizing participation by exporters. While we are getting the stand designed through a professional agency, it has been decided to accommodate maximum 16 exporters by providing them a fully constructed and furnished stand of 9 sq. mtr. on payment of Rs. 56,480/- (including co-exhibitor fee) at the APEDA stand.

Germany being a general area location does not qualify for Marketing Development Assistance (MDA) benefit. Alongwith confirmation, you may please provide a scanned copy of APEDA's RCMC of your organization.

In case you are interested in participating in this event along with APEDA, may please send us your confirmation alongwith a draft of requisite amount favouring APEDA payable at New Delhi by 15th November 2015 to finalize the list of participants. Allocation of the stalls would be through lottery system. If there is any query, please feel free to contact me at Tel. 011-26534175, and [Email: samidha@apeda.gov.in](mailto:samidha@apeda.gov.in) (Mob. 9811969489) or Mrs Rekha Mehta at 011-26513204/19 extn. 231(Mob. 9868162217) or e-mail: rekha@apeda.gov.in.

With regards,

Samidha Gupta
AGM