

**Brand Promotion Programme of Indian Food Products in
Johannesburg, South Africa from 1st February, 2017
to 3rd February, 2017**

APEDA in association with High Commission of India, Johannesburg, South Africa is organizing “Promotion Programme” of Indian food products in Johannesburg, South Africa from 1st February, 2017 to 3rd February, 2017.

Johannesburg, South Africa has been amongst the fastest growing economies in the World in the past decades. The country features in the list of top five fastest growing economies in the world during last five years.

The main features of proposed Promotion Programme are :-

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

The Focus sectors to be covered under the programme are as follows:-

1. Basmati Rice and Non Basmati Rice
2. Processed Food products
3. Confectionary and Biscuits
4. Snacks foods, Ready to Eat products
5. Jams, Pickles, Chutney etc.
6. Juices & Squashes etc.
7. Miscellaneous Preparations
8. Other Processed Fruits & Vegetables
9. Other Cereal and Cereal products
10. Alcoholic and Non Alcoholic Beverages

We invite exporters to participate and promote their products. Exporters intending to participate should ensure that the products should be of international quality both in terms of packaging and content.

Interested participants are requested to confirm their participation in this promotion programme latest by 19th December, 2016. The expenses towards the generic promotion and publicity including arrangement for in-store promotion and BSM etc. will be taken care by APEDA while expenses towards travel, and stay will have to be borne by the participants themselves. However, Market Development Assistance - MDA is eligible for this sector as per the guidelines. For availing MDA, the exporter need to apply online as per the scheme details provided under the link icon “Trade Promotion Schemes” Sub-heading “Financial Assistance Scheme” under

“Market Development” Component at APEDA Website: www.apeda.gov.in

The interested exporters are requested to send their confirmation and attach the filled up application form at Email ID: sudhanshu@apeda.gov.in or umeshkumar@apeda.gov.in by 15th December 2016. For further details you may contact to the following APEDA officials :-

Dr. Sudhanshu Dy. General Manager, APEDA, New Delhi Ph. - +91- 11- 26861502 E-mail – sudhanshu@apeda.gov.in Website: http://www.apeda.gov.in	Mr. Umesh Kumar Asstt. General Manager APEDA, New Delhi Ph. +911126516791 E-mail: umeshkumar@apeda.gov.in Website: http://www.apeda.gov.in
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2. APPLICATION FORM [On Co. Letter Head]

S.NO.	PARTICULARS	Particulars of exporter
1.	Name of the Event	Brand Promotion in Johannesburg, South Africa 1st February to 3rd February, 2017
2.	Name of the Company	
3.	Address	
	Telephone Number	
	Email Id	
	Website details	
4.	Name of Key Person	
	Designation	
	Mobile Number/s	
	Landline Phone no/s	
5.	Name of the Contact Person	
	Designation	
	Mobile Number	
6.	Total Turnover of the Company	Rs in Crores
	2012-13	
	2013-14	
	2014-15	
7.	Products to be displayed	
8.	Brief profile of company (not more than 100 words)	
9.	Are your interested in carrying out sampling of the products during Buyer Seller Meet / In Store Promotion	

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

(Signatures of authorized signatory of the Company)

Signature_____

Name_____

Designation_____

Rubber Stamp

Place: _____

Date: _____