

**ADDENDIUM: APEDA's Participation in GULFOOD 2016, Dubai, UAE
21st to 25th February, 2016**

06/08/2015

Dear Exporter,

Gulfood is the event considered to be one of the largest and exclusive fairs in the Middle East region and is very popular among the importers and exporters of agro products around the world. This important trade event attracts a coterie of participants of diverse nationalities. Exhibitors and visitors from almost every country in the world meet here to conduct cross-border business and establish international contacts in the trade arena. Considering importance of this region, APEDA regularly participates in this event. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in the previous years in this event.

This year also APEDA has decided to participate in the forthcoming event, scheduled to be held at World Trade Centre, Dubai, UAE from 21-25 February, 2016. It is proposed to promote Indian Food products like; Basmati Rice, Fresh Fruits and Vegetables, Processed Food Products like ready-to-eat food/curries, soups, honey, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, Wine & Beer and organic products.

Please note that all Spices/ Food Ingredients/Additives companies no longer exhibit at Gulfood 2016 as DWTC has already shifted these products to Gulfood Manufacturing, an event specifically for the processing, packaging and food ingredients industry to be held from 27-29 October 2015, Dubai. Therefore, the Food Ingredients like Spices, Herbs, Seasonings, Oil & Fats, Oil seeds, Dairy ingredients, Fruit Pulp & Extracts, Seeds, Gaur gum, Dried & Dehydrated vegetables, Cocoa products etc are **not allowed** to exhibit at Gulfood 2016 (February Edition) and are only eligible to participate at Gulfood Manufacturing events organized in the month of October. Similarly, Sweets & Snacks Middle East Exhibition organized in the month of November for confectionary products like chocolate or hard and soft Candy e.g. boiled sweets, chews, chewing gum, jellies, lollipops etc hence, the confectionary products are also **not allowed** to exhibit in the Gulfood 2016 by the DWTC.

In order to have participations from maximum eligible products category of APEDA scheduled products, we have proposed following nos. of participation from each product category for this event.

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In addition, 4 exporters (12 sq. Mtr per participant) from eastern zone of India have also been reserved in the event.

This time APEDA has booked 780 Sq. mtr. space for organizing its participation in the Gulfood 2016. Needless to say, APEDA India pavilion will be aesthetically designed and individual furnished stalls will be allotted in the multiples of 12 sq. mtr. The charges for 12 sq. mtr. furnished stall would be Rs. 5,03,825/- (all incl). The amount includes AED 3050/- towards Compulsory Enhanced Internet Listing, Compulsory Exhibitor Insurance and Registration Fee to be paid to DWTC for each participant.

APEDA will be extending sample despatch and clearance subsidy to the tune of Rs. 8000/- per participants of 12 sq. mtr. Stall therefore, the amount payable to APEDA works out to be **Rs. 4,95,825/-**.

The APEDA registered member exporters are advised to send their application in the prescribed format along with payment immediately for confirmation of your interest in participation. The request for participation in the event would be considered up to 5:00 pm on 31/08/2015. The allocation of the stalls would be made through draw of lots which will be held on 01/09/2015 at 2:30 pm in APEDA, New Delhi, after scrutinizing the applications complete in all respects and as per products eligible for this event and draw will be based on the number of stalls allocated to different product categories as mentioned below. The applicant may send their representative to witness the Draw.

This is reference to the APEDA's circular for inviting participation in Gulfood 2016. The date of inviting application for participation in Gulfood 2016 has been extended up to 5 pm on 31/08/2015

Products Category	No. of participants for 12. Sq. mtr. stall
Cereals	18
Frozen Fruits and Vegetables	4
Ready to Eat incl. Peanut Butter	8
Processed Fruits and Vegetables	4
Honey	3
Meat & Poultry	4
Poultry	2
Cereals Preparations	4
Walnuts	2
Misc. Food Preparations	4
Floriculture and Seeds	1
Alcoholic & non Alcoholic beverages	3
Milled Products	3
Eastern Zone	4

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Initially, the request for one stall of 12 sq. mtr. will be considered in the draw from each exporter. For additional space (in the denomination of 12 sq. mtr) will be considered only on subject to availability of additional space. No further request will be considered thereafter.

APEDA's participation in the event would be coordinated by Dr. Navneesh Sharma, General Manager (9811297083) and Mr. Man Prakash Vijay, Assistant General Manager, APEDA, New Delhi (9654360533).

The request for participation in the prescribed Application Form along with DD of Rs. Rs. 4,95,825/- for per 12 sq. mtr stall in favour of APEDA payable at New Delhi may be sent at the following address:

Dr. Navneesh Sharma,
General Manager
APEDA
3rd Floor, NCUI Building,
3, Siri Institutional Area,
Opp. Asiad Village, August Kranti Marg,
New Delhi – 110 016.

Application Form enclosed.

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**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORTS DEVELOPMENT AUTHORITY (APEDA)**

APEDA, 3rd floor , NCUI Building, 3, Siri Institutional Area, August Kranti Marg,
(Opp. Asiad Village), New Delhi 110016 Phone- 011-
26513204/26513219/2651

APPLICATION FORM FOR PARTICIPATION

Name of Fair / Exhibition	Gulfood 2016 World Trade Centre, Dubai, UAE
Date of Fair/Exhibition	From 21 st To 25 th FEBRAUARY, 2016
APEDA Registration (RCMC) Number	
Name of Company	
Full Address : City : State : Tel : Email : Mobile no. : Website (if any) :	
Name & Designation of Key Executive with mobile no.	
Type of Exporter: Manufacturer / Merchant	
Space requirement in (sq. Mtrs.)	
Product Category	
Export Turnover of Company in the year 2014-15	in Rs.

Organization's Activities

PAYMENT DETAILS

Payment may be made by Pay Order/Demand Draft, favoring "APEDA" payable at New Delhi (India) in Indian Rupees.

Date	PO/DD No. with Name of the Bank	Amount in Rs.

The filled Application Form and DD for booking of space at APEDA India Pavilion in Gulfood 2016 may be sent to APEDA, New Delhi up to 5:00 pm on 20/08/2015.

Mobile _____ email _____

Date: ___/___/_____ Applicant's signature and Stamp: _____