

Promotion Programme of Indian Food Products in Nairobi, Kenya **from 8-10th December, 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 **8-10th December 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
- Other Cereal and Cereal 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 by **31/10/2016**. The expenses towards the promotion, publicity, dispatch and clearance of exhibits 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 interested exporters are requested to send their confirmation and attached the filled up application form at Email ID: BP2016@apeda.gov.in and the allocation will be done as per the email received in the dedicated email id, on the basis of first cum first served basis. For further details you may contact to the following APEDA officials :-

1. **Mr S S Nayyar**
General Manager, APEDA
(M) + 91- 9811299352
Email : ssnayyar@apeda.gov.in

2. **Mr Harpreet Singh**
Executive Officer, APEDA
(M) +91 – 9818810899
Email : harpreet@apeda.gov.in

2. APPLICATION FORM

S.NO.	PARTICULARS	SUBMITTED BY EXPORTER
1.	Name of the Event	Brand Promotion in Kenya 8-10th December 2016
2.	Name of the Company	
3.	Address	
	Telephone Number	
	Email Id	
	Website details	
4.	Name of Key Person	
	Designation	
	Mobile Number	
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 on display	
8.	Brief profile of company (not more than 100 words)	
9.	Are you interested in carrying out sampling of the products during Buyer Seller Meet / In Store Promotion	

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: _____

Promotion Programme of Indian Food Products in Dar es Salaam, Tanzania from 13-14th December, 2016

APEDA in association with High Commission of India, Tanzania and supported by the Ministry of Commerce & Industry, Department of Commerce, Government of India is organizing “Brand Promotion” in Dar es Salaam, Tanzania from **13-14th December 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.

Tanzania has been amongst the fastest growing economies in the World in the past decades with a annual average growth of 7.2%. The country features in the list of top five fastest growing economies in the world during last five years.

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
- Other Cereal and Cereal 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 by **31/10/2016**. . The expenses towards the promotion, publicity, dispatch and clearance of exhibits 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 interested exporters are requested to send their confirmation and attached the filled up application form at Email ID: BP2016@apeda.gov.in and the allocation will be done as per the email received in the dedicated email id, on the basis of first cum first served basis. For further details you may contact to the following APEDA officials :-

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2. **Mr Harpreet Singh**
Executive Officer, APEDA
(M) +91 – 9818810899
Email : harpreet@apeda.gov.in

APPLICATION FORM

S.NO.	PARTICULARS	SUBMITTED BY EXPORTER
1.	Name of the Event	Brand Promotion in Tanzania 13-14 th December 2016
2.	Name of the Company	
3.	Address	
	Telephone Number	
	Email Id	
	Website details	
4.	Name of Key Person	
	Designation	
	Mobile Number	
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 on display	
8.	Brief profile of company (not more than 100 words)	
9.	Are you 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)

Name _____

Designation _____

Date: _____