

“60th SUMMER FANCY FOOD SHOW 2014 TO BE HELD AT NEW YORK CITY, USA FROM 29TH JUNE – 1ST JULY, 2014

Dear Exporter,

United States of America (USA) is one of the important markets for the agro and processed food products in the world. Indian food products have already gained popularity in U.S. There is large ethnic and Asian population settled in U.S. providing good market opportunities for the exporters of Indian agro products. Thus tremendous opportunities exist not only to enhance bilateral trade but also explore investment opportunities, joint ventures, and strategic partnerships for Indian food products

International Fancy Food Show is considered to be one of the largest and best fairs in the United States of America and is very popular among the importers and exporters of agro products around the world. Every Year approx. 80 countries from all over the world participate in the event which attracts large no. of visitors. Considering the importance of this fast emerging market, APEDA has been participating in this event on a regular basis.

This year also APEDA has decided to participate in the forthcoming event **“60th Summer Fancy Food Show 2014”** to be held at New York City, USA from 29th June – 1st July, 2014. It is proposed to promote Indian food products like; processed food, ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits (fresh mangoes), vegetables, chutneys, pickles, organic products, basmati rice, tea, wines and basmati Rice through free sampling to visitors.

This year APEDA has taken 2000 sq.ft of space to project the Indian products. Mr. A.S. Rawat, General Manager and Dr. Sudhanshu, DGM APEDA will be coordinating APEDA's participation in the event. The participants will be accommodated on first come first served basis. To create an ambiance by displaying the Indian products in focused and effective manner, APEDA has planned to construct and decorate the individual stand professionally. It has been decided that an amount of Rs.1.50 lakhs will be charged from the individual exporters for a fully decorated, ready to move in, stall of 100 sq.ft. The exhibitors shall be provided with the fully constructed and furnished stand however, the exhibitors will have to manage the despatch and clearance of exhibits of their own. If you wish to have more area, stall in multiplication of 100 sq.ft. could be requested.

In case you are interested in participating in this event along with APEDA, may send us your confirmation alongwith a draft/cheque of Rs. 1.50 lakhs for an area of 100 sqft. or multiplication of that by **5th June, 2014** to finalize the list of participation.

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