ORG-2022-23-00019 Date: 09 July, 2024

APEDA's participation in Fine Food Australia scheduled from 2nd – 5th September 2024 at Melbourne Convention and Exhibition Centre (MCEC), Australia

APEDA is organizing participation in Fine Food Australia scheduled from 2nd -5th September 2024, at Melbourne Australia. Fine Food Australia is the leading trade event in Australia for the food industry.

APEDA will be setting up an India pavilion for showcasing Indian agri and food products. The exporters wil be allocated 9 Sqmtr built up stall at the Indian Pavilion.

APEDA invites expression of interest from the registered member exporters for participation in the Fine Food Australia 2024 under the Indian pavilion.

The link for the application is given below:

https://itrack.apeda.gov.in/mda/NewTradeFairApplication.aspx?RequestID=5863081 7

For more details about the event, eligibility etc., interested exporters may visit its website <u>https://finefoodaustralia.com.au/</u>. Since the stall are limited, the interested exporter are encouraged to apply at the earliest.

Merely submitting the application does not entitle the exporter for short listing. In case the applicants are more than the availability of stalls, the allocation would be made considering the product potential for export and following draw of lots, if required. In this regard decision of the Chairman, APEDA would be final.

The charges for participation will be informed separately to the applicants who are considered for participation.

For any query or clarification the undersigned may be contacted at email idsaswatibose@apeda.gov.in mobile no. +8588820105.

> Dr. Saswati Bose General Manager