

TFD-2023-24-000103

Date: 31.01.2024

Subject: APEDA'S Participation in Natural Product Expo West, Anaheim, USA, 12th-16th March, 2024

Dear Exporters,

APEDA is organizing its participation in Natural Product Expo West which is scheduled from 12th-16th March, 2024 in Anaheim, USA. The previous edition of the Natural Product Expo West organized in 2023 was an immense success. It is very popular among the importers and exporters of agro products around the world.

The exhibition shall be designed esthetically for showcasing Indian food products and exclusive for the Indian exporters. The India pavilion would have around 18-20 built up stalls in the size 9 Sq. mtrs and would be allocated to exporters.

In this regard, APEDA invites Expression of Interest from the registered member exporters for participation in Natural Product Expo West 2024 under APEDA pavilion.

Interested participants may fill up the online form as per link given below. The exporter having a valid visa for USA may only apply for participation in this event please.

https://apeda.gov.in/apedawebsite/trade_promotion/International_trade_event_2023_24.htm

The request for participation in the event would be considered up to 05.02.2024. The stall charges are being worked out and shall be informed separately as per stall size. The allocation of stalls would be done after fulfilling the criteria of Natural Product Expo West and APEDA. Incase applicants are more than availability of stalls the allocation would be made based on the criteria to be decided by Chairman APEDA.

For any query or clarification you may contact Ms. Reeba Abraham, Dy. General Manager, E-mail: reeba@apeda.gov.in (Mobile No. 8588820108)

Thanking you,

**Man Prakash Vijay
Dy. General Manager**