



कृषि और प्रसंस्कृत खाद्य उत्पाद  
निर्यात विकास प्राधिकरण  
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products  
Export Development Authority**  
(Ministry of Commerce & Industry, Govt. of India)

**TFD-2022-23-000117**

**Date: 03.03.2023**

**Sub: - SIAL Food Canada, 09-11 May, 2023**

**Dear Exporters**

APEDA is likely to participate in SIAL Food Canada which is scheduled to be held from 09-11 May, 2023. SIAL Food Canada provides you great opportunity to showcase potential products from India and around 20,000 key decision makers, buyers and industry expert across the globe are participating in this exhibition.

2. Year 2023 is declared as International Year of Millets (IYM), therefore, APEDA is promoting Millets and value added products of Millets. India holds 5<sup>th</sup> position in terms of Millets export and is exported to several destinations. As the change in food habits and adaptability to new products require time. Massive promotional activities for millet based products have proposed targeting the potential markets. APEDA has planned to participate in SIAL Food Canada 2023 for improving its supply chain.

3. APEDA may take 100 square meters of space to showcase Indian agricultural products. APEDA invites application from the registered member exporters for participation in SIAL Food Canada, 2023 under the Indian pavilion. The interested exporters are requested to submit the application on APEDA website by 15<sup>th</sup> March, 2023. The participation fee will be decided upon finalization of participants and cost of designing of stall. The cost of 9 square meters for build up stall will be intimated shortly to the applicants directly.

4. For further details, may please contact Ms. Rekha Mehta, Deputy General Manager (Mobile: 9868162217)

Regards,

Yours Sincerely

Dr. Tarun Bajaj

Director