



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)

FFV/2020-2021/000202

15th April, 2021

Sub: Virtual Trade Fairs for Agricultural and Processed Food Products with focus on fresh fruits, vegetables, vegetable seeds and floriculture.

Dear Sir/Madam,

As you are aware, Agricultural and processed Food Products Export Development Authority (APEDA) is an export promotion body with the mandate to promote export of agricultural and processed food products from India. For promotion of its scheduled products, APEDA along with its member exporters has been organizing participation in International Trade Fairs/Exhibitions/Buyer Seller Meets etc.

However, the outbreak of COVID-19 has come as a disrupter and almost all such fairs/exhibitions and BSMs have either been cancelled or postponed. In this regard, APEDA organized Virtual Trade Fair from 10th to 12th March, 2021 covering all products categories which received good response from exporters and importers as exporters could display their products and importers could see them and interact with the exporters. Considering the success in holding Virtual Trade Fair, APEDA is organizing product specific fair covering the products fresh fruits and vegetables, vegetable seeds and floriculture in first week of May 2021.

Accordingly, APEDA will be organizing Virtual Trade Fair in the following category:

S. No.	Fair	Days	Month (Tentative)	APEDA Nodal Officers
1.	India Fruits, Vegetables & Floriculture show	3 days	10 th - 12 th May, 2021	1. Mr. U K Vats, General Manager 2. Mr. Bidyut Baruah, Asstt. General Manager 3. Mr. Kamal Kant, Senior Office Executive

The key highlights of the Virtual Trade Fair platform are mentioned as below:

- Exporter showcasing wide range of food products.
- Buyers from across the globe.
- Seamless match making opportunities (Pre-schedule/approved meetings).
- Innovative interactive technology.
- Creating user friendly immersive virtual experience/environment.
- Audio and video chat for easy interaction.
- Demo sessions, product launch events, webinar/presentations to be live stream.

P/APRIL 2021

- Private meeting rooms/personalized meeting scheduled.
- Exclusive media centre to showcase wide press releases.
- Secured data accessible only to register buyers.

Interested member exporters of APEDA are requested to apply online on our website www.apeda.gov.in under the icon 'VTF-FFV' by 30th April, 2021.

Yours faithfully,



(Dr. Sudhanshu)
Secretary