



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)

Ref.No.APEDA/FFV/2023

Dated : February, 24, 2023

**Sub: APEDA's participation in SEOUL FOOD & HOTEL, 2023 from 30<sup>th</sup> May – 2<sup>nd</sup> June, 2023, at SEOUL, South Korea**

Dear Exporter,

APEDA is participating in SEOUL Food and Hotel, 2023 which is to be held from 30<sup>th</sup> May – 2<sup>nd</sup> June, 2023. Seoul Food & Hotel is one of the best and large scale food exhibition in Korea. Seoul Food & Hotel provides you great opportunity to showcase potential products from India and around 40,000 key decision makers, buyers and industry experts across the globe are participating in this exhibition. A profile of Korean market is also available at <http://59.180.241.165/apedawebsite/Announcements/Food Sector Report 12052022.pdf>

2. Year 2023 is declared as International Year of Millets (IYM), therefore, for promotion of Millets and value added products of Millets. India holds 5<sup>th</sup> position in terms of Millet exports 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 Seoul Food & Hotel, 2023 for improving its supply chain.

3. APEDA has been allotted 200 Sq. Mtrs. Space for organizing to showcase Indian agricultural products. APEDA invites application from the registered member exporters for participation in the SEOUL FOOD & HOTEL, 2023 under the Indian Pavilion. The interested exporters are requested to send their confirmation in the prescribed format by 15<sup>th</sup> March, 2023 positively at email id: [ukvats@apeda.gov.in](mailto:ukvats@apeda.gov.in) and [rpnaidu@apeda.gov.in](mailto:rpnaidu@apeda.gov.in). The participation fee will be decided upon finalization of participants and cost of designing of stall. The cost for 9 Sq. Mtrs. for build up and furnished stall will be intimated shortly.

4. APEDA's participation in the event would be coordinated by Mr. R.P.Naidu, Assistant General Manager (Mobile: 6301388429). Further details, may please contact the above official.

Regards,

Yours Sincerely

(U.K. Vats)

General Manager



**AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT  
DEVELOPMENT AUTHORITY (APEDA)**  
3rd Floor, NCUI Building 3, Siri Institutional Area, August Kranti Marg, (Opp.  
Asiad Village), New Delhi - 110 016, India  
Phone: 91-11-41486020, 43451289

**APPLICATION FORM FOR PARTICIPATION**

Name of Fair / Exhibition	<b>SEOUL FOOD &amp; HOTEL,2023</b>
Date of Fair / Exhibition	<b>30<sup>th</sup> May – 2<sup>nd</sup> June, 2023,</b>
APEDA Registration (RCMC) Number	
Name of the Company	
Full Address: City: State: Tel: Email: Mobile No.: Website (if any):	
Name & Designation of Key Executive with Mobile No.	
Type of Exporter, Manufacturer / Merchant	
Product Category	
Product Description	
Export Turnover of Company in the year 2021-22	

<b>Organization's Activities</b>