

Promotion Programme of Indian Food Products in Mexico from 08-10 Feb, 2016

APEDA intends to promote Indian Food Products in Mexico City from **8th to 10th February, 2016** in association with Embassy of India. We intend to promote dehydrated products, Indian ethnic & snack food products, fruit pulp, cereal, cereal preparations etc.

Mexico is a natural bridge for export and business in five different markets – United States, Canada, Central America, Caribbean and Mexico itself, which alone is a potential market of 110 million inhabitants and has signed free trade agreements with 31 countries in 3 continents. Mexico is the second largest trading partner of the United States, representing 80% of the commercial interests of that country in Latin America which is on Food and beverages, food processing equipment, food processing machinery, food services etc.

Indian rice, curries & snack food etc. are getting popular in Mexico market due to ethnic population settled there which will provide good market opportunities for the exporters of Indian agro products apart from the main stream local population. The promotion campaign will also help in educating the main stream population about variety, taste and versatility of Indian food products. This is an untapped market and hence has a lot of potential.

The promotion programme will encompass instrumentalities like:

- 1) In store promotion to be organized wherein distribution & display of range of Indian food products will take place.
- 2) Buyer Seller Meet (BSM) with potential buyers.
- 3) Press Conference etc.

Interested participants are requested to confirm their participation in this promotion programme by **04/01/2016**. The expenses towards the promotion, publicity etc. will be taken care of by APEDA through Embassy of India. The expenses towards travel and stay will have to be borne by the individual participant, however, MDA is eligible for this sector as per the guidelines. Needless to say number of participants is limited which will be decided on first come first basis and the products they wish to promote.

You may clearly indicate the products you wish to promote, your existing exports to this destination, if any and other related details. For further details undersigned or Mr. Surender Pal, Asstt. General Manager may be contacted on tarunbajaj@apeda.gov.in or surender@apeda.gov.in, Mob: +91 9818112273.

Dr. Tarun Bajaj
General Manager