

Subject:- GULFOOD 2010, Dubai from 21st to 24th Feb. 2010.

Dear Sir,

GULFOOD, 2010 is the event considered to be one of the largest and best fairs in the Gulf region and is very popular among the importers and exporters of agro products around the world. Considering the importance of the fast emerging market of Gulf region, APEDA regularly participates in this event. We have organized specific promotion for Basmati Rice and Processed Food Products during our participation in this event in the last few years.

This year also APEDA has decided to participate in the forthcoming event “GULFOOD 2010” to be held at Dubai, UAE from 21st to 24th Feb 2010. It is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, and basmati rice through free sampling to visitors.

APEDA has taken a space of 228 sq. mtr. for its participation in the event and will provide space to its participants on charge basis. A cost of Rs. 1.5 lakhs would be charged from individual exporter for providing the well decorated space of 9 Sq. Mtrs. in the APEDA pavilion. In case you are interested in participating in this event along with APEDA, please send us your confirmation by 6th Nov. 2009 along with your passport details, APEDA’s registration number (for arranging visa invitation) and the products to be displayed. Your samples along with publicity material may also reach APEDA by 31st Dec. 2009 positively. The exporters, who have sent their confirmation, would be again required to confirm their participation on the above basis. The space would be provided on the basis of first come first served basis.

Considering the importance of the event, we are trying to organize the participation at a large level. Undersigned and Mr. R. Ravindra, Asstt. General Manager, APEDA, Banaglore would be coordinating the activities at the show.

Your participation interest should be confirmed to us through email: agmpr@apeda.com or fax.011-26526187 at the earliest.

Yours sincerely

Sd/-

(Vinita Sudhanshu)
Assistant General Manager