



INDIA TRADE PROMOTION ORGANISATION
(Pragati Maidan: New Delhi - 1)

No.205-itpo/iran/2016-17

Sub: Iran Food & BEV TECH - 2016, Tehran (Iran)
30th May - 2nd June, 2016.

Dear Sir / Madam,

We are pleased to inform you that India Trade Promotion Organisation, a Govt of India's premier trade promotion organization, is organizing national level participation in 23rd edition of 'iran food + bev tech - 2016, Tehran (Iran). The event is being organized at Tehran International Permanent Fairgrounds during 30th May to 2nd June, 2016. Iran food + bev tech will be organized concurrently with 'iran food + hospitality' and 'iran agro'

This event is one of the most important food related trade event in Iran. The Iranian food market is one of the most important ones in the entire Middle East. According to WTO-World Trade Organization, Iranian food imports have gone up with an annual growth rate of 9.4% between 2009 and 2013 making up for 13.140 bn US\$ in 2013. Iranian food exports amounted to 5.222 bn US\$. Thus food trade with Iran now stands for a 18.362 bn US\$ business. Hundreds of hotels and thousands of new restaurants are to be opened all over Iran, business and tourist travel is meant to explode in the years to come.

In a recent communication to ITPO, our Embassy in Iran has informed us that Iran is attracting a lot of business delegations particularly from European countries in anticipation of the lifting of sanctions. Now, with the lifting of International sanctions Indian industry stands a good chance in capturing Iran market.

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The product profile of the event is enclosed for your information.

The above event has been approved under MAI scheme of Department of Commerce. Booths are available in module of 9 Sqmt and 6 Sqmt. The Built-up booth includes standard furniture. The proposed tentative rentals (without shipment facility) after subsidy are Rs.28,000,-P/Sqmt + 10% extra for Corner Stands. The allotment will be made on first come first serve. Space can be booked with an advance payment of Rs.1,00,000/- by Demand Draft favoring " India Trade Promotion Organisation" payable at New Delhi or through RTGS. The details of RTGS are as under:

1	Name of the Benificiary	India Trade Promotion Organisation
2	Bank Name	Central Bank of India
3	Branch Name and Address	Pragati Maidan, New Delhi
4	Saving Bank Account No.	1167404133
5	MICR Code	110016150
6	RTGS / IFSC Code	CBIN 0284078

For further information feel free contact undersigned on Tel No. 23371540 Ext.495, Mobile: 9716352201 or through Email: sadsrinivasu@itpo.gov.in, Your prompt action help us in planning India Pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

Yours Sincerely,

(S.A.D.Srinivasu)
Deputy Manager (Fin)