



संदर्भ  
Reference : ITPO/HKTDC-FE/1/2019-20

दिनांक  
Date :

16<sup>th</sup> May, 2019

फोन  
Phone : 23371605

**Subject : Participation in 30<sup>th</sup> HKTDC Food Expo from August 15 to 17, 2019, Hong Kong.**

Dear Sir,

We are pleased to inform you that India Trade Promotion Organisation (A Government of India Enterprise), Pragati Maidan; New Delhi is again organizing India's participation at the 30<sup>th</sup> HKTDC Food Expo 2019 at Hong Kong Convention & Exhibition Centre, Hong Kong from August 15 to 17, 2019.

Hong Kong is a major hub for exhibitions and conferences. Trade fairs in Hong Kong are an important opportunity as they provide a platform for the buyers and sellers across the globe to come together and interact. Hong Kong Food Expo provides a one-stop comprehensive sourcing and trading platform for food importers, retailers and hotels industry etc. to source and connect with quality suppliers of **Bakery Products; Dairy Products; Beverages (Alcoholic & Non-Alcoholic); Health Drink, Tea, Coffee; Biscuits, Snacks & Confectionery; Canned, Frozen & Processed Food; Chinese Medicine; Convenient & Instant Food; Fruits & Vegetables; Health, Green & Organic Food; Meat & Poultry; Rice, Noodle & Pasta; Sauces & Seasonings, Seafood; Sugar & Sweets, Halal Food & Beverage Products; Food Packaging, Labeling, Safety & Logistic, Products & Services; Food Processing Products, Machinery & Related Services; etc.** from across the globe.

Hong Kong has for more than 150 years been home to a large Indian community, which provides ready market for Indian food products besides there is good demand for Indian food products in the other ethnic groups also.

The aggregate India's export had made 11.9% growth during 2016 and 30.7% during 2017. On the other hand the growth in import was 14.6% during 2016 and 47.6% during 2017. The total growth in bilateral trade was 13.4% during 2016 and 40% during 2017.

In 2018, India Trade Promotion Organization (ITPO) had set up an India pavilion with leading companies from India displaying a variety of food products. The Expo attracted over 1500 exhibitors from 26 countries and regions in 2018, with close to 21,000 trade buyers from across the world. The overall number of visitors to the event were around 5,00,000.

The minimum bookable area is 9 sq. mtrs. and additional space can be made available in multiple of 9 sq. mtrs. The constructed booth will be available having partition wall (2.5m high), wall to wall carpet, fascia, table, chairs, display aids, spotlights, waste basket, power socket, etc.

.....2/-

ITPO is providing space on concessional rates @ Rs.33,000/- per sq. mtr. without MAI Grant for standard booth. The direct participation charges applicable to exhibitors by HKTDC is more than Rs.3.00 lakhs per 9 sq.mtr. booth. The participants who are not getting any Government grant, and are eligible for MAI grant, can book space under MAI Scheme @ Rs.17,000/- per sqm. for normal booth (Rs.1,53,000/- for 9 sqm. booth). For corner booths, extra space rent of Rs.2,000/- per sqm. will be payable in both cases.

The participants who are as per MAI Guidelines are eligible and fulfill the conditions for airfare can also claim the same. The Director/Partner/Proprietor of the company will be entitled for to and fro airfare subject to approval of their claim and reimbursement by the DoC. The MAI Guidelines and other details are available at :

- (i) [https://www.epch.in/index.php?option=com\\_content&view=article&id=275&Itemid=367](https://www.epch.in/index.php?option=com_content&view=article&id=275&Itemid=367)
- (ii) <https://www.epch.in/mai/letterdated17012019.pdf>
- (iii) <https://www.epch.in/mai/revisedmaisceme16022018.pdf>

The participation in the show will be governed by general terms and conditions for participation in international trade fairs prescribed by ITPO and the Fair Organisers at Hong Kong.

You may kindly confirm your space requirement by forwarding us duly filled in application form and Terms & Conditions duly signed and stamped on each page alongwith the detail of remittance through NEFT / RTGS in the account of India Trade Promotion Organisation. Further, as per the policy decision, it has been decided that in case any company deduct the TDS, the same amount has to be deposited as Security Deposit, which will be refunded on receipt of TDS Certificate. This is mandatory and has to be adhered to by all the participants.

The detail for electronic fund transfer is as under:-

Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING, 19, KASTURBA GANDHI MARG, NEW DELHI-110001.
Account No.	00031110005078
Type of Account	SAVINGS
IFSC Code	HDFC 0000003

For further information, you may contact the undersigned (Mobile No. 9868512828 / Tel. No. 011-23371605 / E-mail : [skchawla@itpo.gov.in](mailto:skchawla@itpo.gov.in)).

Thanking you,

Yours faithfully,



(Suresh Kumar Chawla)  
Deputy Manger / Fair Officer



**INDIA TRADE PROMOTION ORGANISATION**  
**HKTDC FOOD EXPO, HONG KONG, August 15 – 17, 2019**

Application for participation

1. Name of the Registered Company : .....
- Address : .....
- Phone : ..... Fax (with ISD/STD code) : .....
- Mobile No. : ..... E.Mail : ..... Website : .....
- PAN No. : ..... GSTIN No. : ..... CIN No. ....
2. Name & Designation of Key Executive : .....
- Mobile No. : ..... E. Mail : .....
3. Director / Proprietor / Partner detail : ..... DIN No. ....
4. Type of Company (Please tick ✓) : Private Limited  Proprietor  Partnership
5. Are you belongs to MSME (Please tick ✓) : Yes  No.
6. Are you a member of EPC / Commodity Board? Please specify : .....
7. Import Export Code No. (mandatory for MAI assistance) (attach photocopy) : .....
8. Are you belongs to : SC  ST  General
9. Number of events participated with MAI support during the current year : .....
10. Whether participated in the same event previously : Yes  No
11. Total turnover of Company : (US\$ / Rs.) .....
12. Export turnover : (US\$ / Rs.) .....
13. Space requirement (in Sq Mtrs.) : ..... (Minimum 9 sq.mtrs. or multiples of 9 sq. mtrs. thereof)
14. Corner booth (Subject to availability and extra will be charged for corner booth) : Yes  No
15. Additional requirements on payment, if any : .....
16. Participation charges detail : RTGS / NEFT No : .....
- dated ..... Rs..... drawn on .....
- in favour of India Trade Promotion Organisation, New Delhi.
17. Products for display with HS Code : .....
- .....
18. Brief profile of company (not more than 25 words) : .....
- .....
- .....
19. We have read the rules & regulations of participation and we agree to abide by the same.
- Place : ..... Signature.....
- Date : ..... (Company Seal) Name.....
- ..... Designation.....

Please complete and return this form to :

Mr. Suresh Kumar Chawla, Deputy Manager  
India Trade Promotion Organisation  
Pragati Bhawan, Pragati Maidan,  
New Delhi – 110 001.  
Tel : 91-11-23371605 / Fax : 91-11-23371492  
Email : skchawla@itpo.gov.in