

CIRCULAR

(A Public Sector Enterprise under Ministry of Commerce, Govt. of India)

ITPO/ROC/FOODEX, 2019

Dt. 30-5-2018

To,

**Sub. : FOODEX JAPAN 2019 - 44THINTERNATIONAL FOOD & BEVERAGE EXHIBITION – MAKUHARI
MESSE, TOKYO, JAPAN MARCH 5 - 8, 2019**

Sir/Madam,

We are pleased to inform you that the **India Trade Promotion Organisation (ITPO)**, under the **Ministry of Commerce, Government of India**, is organising India's participation in **FOODEX, JAPAN 2019 - 44thInternational Food & Beverage Exhibition – Makuhari Messe, Tokyo, Japan –March 5 - 8, 2019** (4 Day Event).

Foodex, Japan is the Asia's largest exhibition dedicated on **Food** and drink across Japan and the whole world. Over the 4 days of the exhibition, about **82,000 buyers** from Food service, distribution and trading companies are expected to attend. Numerous buyers will also be attending from abroad.

The product profile of this fair includes alcohol, appetizers, baked goods, beverages, cakes, candy, cheese, chocolate, dairy products, edible oils, Food, Food additives, Food supplements, gift baskets, herbs, honey, marinades, mustard, noodles, nuts, oils, organic Foods, packing, pasta, rice, sauces, snacks, spices, spirits, vinegars, wine, Delicacies, Fish, Foodstuff, Fruits, Health Foods, Meat Products, Poultry, Preserves, Sausages, Seafood etc.

India's food & grocery market is the 6th largest in the world. Indian food sector is a high growth rate sector with immense potential for value addition. It's expected to touch US\$482 billion by 2020. The Indian food processing industry accounts for 32% of the country's total food market and 14% of the manufacturing GDP. It has been estimated that the Indian food processing sector has the potential to attract US\$ 33 billion investment in the next 10 years.

Above exhibition is an opportunity to exhibit products, technologies and services to potential buyers and generate sales leads, order bookings, networking with the industry, establishing business contacts, launch new products, appoint agents and distributors, promote company products, brand building, market research and gauge market trends.

The minimum bookable area is **9 sq.mtrs. stall with Rs. 38,000 per sq. mtr. (tentative) with MAI Grant and Rs. 48,000 per sq. mtr. (tentative) without MAI Grant**. Additional space can be made available in multiples. The constructed booth will be available having standard furniture, display aid, lighting, carpet, etc. You are kindly requested to convey your requirement early with an **advance amount of Rs. 1,00,000/- in favour of 'India Trade Promotion Organisation', Chennai, so that the best stall may be blocked**.

Thanking you,

Yours faithfully,

D. SELVAM

Senior Manager/Project Officer

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