



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन

(भारत सरकार का उधम)

India Trade Promotion Organisation

(A Government of India Enterprise)

दिनांक

Date

21/6/2019

संदर्भ
Reference

ITPO/KOL/IF/2019

Sub: Participation in 30th 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 30th HKTDC Food Expo 2019 at Hong Kong Convention & Exhibition Centre, Hong Kong to be held from August 15 to 17, 2019.

Hong Kong is 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 group 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, cabinet(s), shelves, spotlights, waste basket, power socket, etc.

कोलकाता क्षेत्रीय कार्यालय : इण्टरनेशनल ट्रेड फेसिलिटेशन सेन्टर, १/१, बूड स्ट्रीट, पांचबां तल, कोलकाता ७०० ०१६

Kolkata Regional Office : International Trade Facilitation Centre, 1/1, Wood Street, 5th Floor, Kolkata - 700 016
Phone : 91-33-2282 5820 / 2904, Fax : 91-33-2282 8269, E-mail : itpocal@cal3.vsnl.net.in / itporok@itpo.gov.in

पंजीकृत कार्यालय : प्रगति भवन, प्रगति मैदान, नई दिल्ली - ११० ००१ ■ Regd. Office : Pragati Bhawan, Pragati Maidan, New Delhi - 110 001

Corporate Identity Number : U74899DL1976NPL008453 • T : 91-11-23371540 (EPABX) F : 91-11-23371492, 23371493

E-mail : info@itpo.gov.in Website : http://www.indiatradefair.com

ITPO is providing space on concessional rates @ Rs.33000/- 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.17000/- per sqm. for normal booth (Rs.153000/- for 9 sqm. booth). For corner booths, extra space rent of Rs.2000/- 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
- (ii) <https://www.epch.in/mai/letterdated17012019.pdf>
- (ii.) <https://www.epch.in/mai/revisedmaiscHEME160222018.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.

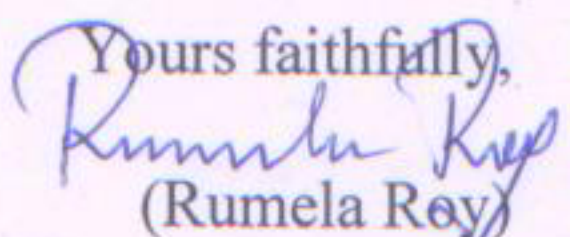
You may kindly confirm your space requirement by forwarding us duly filled in application form and Terms & Conditions duly signed and stamped on each page alongwith the detail of remittance through NEFT / RTGS in the account of India Trade Promotion Organisation. Further, as per the policy decision, 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:-

Bank Name & Address	State Bank of India La Matiniere Branch, 11, Loudon Street, Kolkata - 700017, West Bengal
Beneficiary Name	India Trade Promotion Organisation
Account No.	33228012232
IFSC Code	SBIN0003681
MICR code	700002058

For further information, you may contact undersigned (Mob- 9874649720 /Tel – 033-22825820.

Thanking you,

Yours faithfully,

(Rumela Roy)
Regional Manager