

Sub: Anuga Food Fair – Cologne (Germany) – October 7-11, 2017.

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), a Government of India Enterprise, will be organising India's participation in Anuga Food Fair – Cologne (Germany) – October 7-11, 2017. India Pavilion in the event will be set up with the participation of Indian companies. The detailed list of products which are being displayed in the India Pavilion may be seen in the enclosed Fact Sheet along with other details like booking amount etc.

ANUGA Food Fair in Cologne is one of the most important platforms in the world for international food business where supply and demand meets each other effectively at a high level of quality. Over the years, ANUGA has confirmed its importance for worldwide trading in the food and beverage sector at national and international levels. Approx. 100 countries regularly participate in this Fair and around 1,50,000/- (one lac and fifty thousand) trade visitors visit the Fair, making it the world's biggest event in this sector.

ITPO offers booths with a minimum size of 9sq.mtrs. Larger space can be booked in multiples of 3sq.mtrs, thereof. The exact participation charges are being worked out and will be informed shortly. 10% extra will be charged for two-side open stand (subject to availability). The fair is governed by general terms and conditions for participation in international trade fairs organised by ITPO. A copy of the brief rules and regulations for participation in fairs abroad is enclosed.

Please confirm your space requirement immediately through the enclosed application form duly filled in along with an advance payment of Rs. 1,00,000/- (Rupees one lac only) through RTGS/NEFT as per Bank details enclosed. Duly filled in application along with details may be sent to the undersigned by speed post or courier. Please note the allotment of stalls are strictly on first cum first serve basis.

For any clarification or further information, please feel free to contact the undersigned as per details given in the Fact-Sheet.

Thanking you,

Yours faithfully,

Vasu Dev

Manager