

SUB.: Sial Food Fair, Paris, France (October 19-23, 2014)

Dear Sir/ Madam,

We are pleased to inform you that the India Trade Promotion Organisation (ITPO) is organising India's national participation in Sial Food Fair, Paris, France, October 19-23, 2014.

This is one of the world's most important trade fair of food and beverages held every alternate year. With 5,890 exhibitors from 100 countries and 1,50,258 visitors from 200 countries, it is the premium communications platform for decision-makers from food and beverage sector in Europe and around the world. The product profile of the fair includes Fine food, Chilled & fresh food, Grocery Products, Tinned & Preserved Foods, Food ingredients, Bread & bakery, Spices, Beverages, Wine, Frozen Foods, Dairy and egg products, Ready to serve meal, Meat, Fresh poultry, Sea foods, Fruits and vegetables, Confectionery, Delicatessen products, Organic Food and Health products, Gourmet Foods, Food Services, Equipment & technologies.

ITPO offers booths with a minimum size of 9/12 sq.mtrs. Larger space can be booked in multiples of 3 thereof. The package of services includes fully constructed stands, wall to wall carpeting, adequate lighting, furniture, standard display aids, services of common interpreter and general publicity support etc.

The participation fee is likely to be fixed and the exact charges 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 organized by ITPO. A copy of brief rules and regulations for participation in fairs abroad is enclosed.

Please confirm your space requirement immediately in the enclosed application form duly filled in along with an advance payment of Rs.1,50,000/- (Rupees One Lac Fifty Thousand only) by demand draft in favour of 'India Trade Promotion Organisation' payable at New Delhi. As the space is limited, the allocation of space will be done on **first-come-first-served basis**.

For any clarification or further information, please feel free to contact the undersigned at Mobile No.9999344423, email: acmkumar@itpo.gov.in, Room No.209, II Floor, Pragati Bhawan, Pragati Maidan, New Delhi.

With regards,

Yours sincerely,

(ACM Kumar)

Senior Manager