

Exh-FFD/Foodex(1)/2015

07/05/2015

011-23371830

**Subject:- Foodex Saudi, Jeddah, KSA, November 17-20, 2015**

Dear Sir/ Madam,

We are pleased to inform you that India Trade Promotion Organization (ITPO) will organize India Pavilion in 3<sup>rd</sup> edition of "Foodex Saudi" to be held from November 17-20, 2015 at "Jeddah Centre for forums & Events" Jeddah, Kingdom of Saudi Arabia.

The Exhibition has pioneered the mixed B2B – B2C concept in Saudi Arabia market, allowing both International and Saudi exhibitors to achieve a return on their investment. A highly-targeted and segmented trade campaign coupled with a strong Hosted Buyer Programme means that the right professionals will visit Foodex Saudi 2015. Saudi Arabia has the largest population in the GCC region and counts 29 million residents with an annual population growth rate of 3.3%. Saudi Arabia's food consumption is forecast to grow by an enviable 55.3% in 2016 to reach a value of US \$66 billion, outperforming other regional markets. Food and agricultural imports account for 15% of all imports, and are worth US \$17.3 billion, with expected growth by 76% by 2016, making KSA the largest market in the Gulf.

The product profile of this event is Confectionary, Poultry, Biscuits and Pastries, Dairy Products and Eggs, Groceries, Beverages, Fruit and Vegetables, Gourmet Products, Seafood Products, Organic Products, Frozen Products, Health Foods, Ready to Eat Products, Food Technology and Packaging, Fresh Food Products, Restaurants, Meat, Preserved Products, Bakery Products etc.

Booths are available in modules of 9 sqm under shell scheme (fully constructed booth with Carpet, furniture, General lighting, display aids etc.) and multiples of 3 sqm thereof. The above fair has been approved under MAI scheme of Department of Commerce. Proposed rentals after subsidy is Rs. 22,000/- per sqm (Approx) for minimum booth of 9 sqm (Shell Scheme). Space will be offered on first come first served basis. Space can be booked with by making an advance payment of Rs. 50,000/- by DD in favor of "India Trade Promotion Organization". For further clarification, please feel free to forward your queries to E-Mail: [akhan@itpo-online.com](mailto:akhan@itpo-online.com). or [azam.khan.itpo@gmail.com](mailto:azam.khan.itpo@gmail.com). or Tel: 011-23371830/23371540 ext. 344, Mobile: 9212552116, 9958403217 Fax: 011-23371459,

Your prompt action help us in planning India Pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

(Azam Khan)  
Manager