



संदर्भ  
Reference :

दिनांक  
Date :

फोन  
Phone :  
No: ITPO/DM(AK)/2018

**Subject: India's participation in 29<sup>th</sup> HKTDC Food Expo from August16-August 18, 2018, Hong Kong.**

Dear sir,

We are pleased to inform you that the India Trade Promotion Organisation, a Govt. of India Enterprise, will be organizing India's participation in **29<sup>th</sup> HKTDC Food Expo 2018** at Hong Kong Convention & Exhibition Centre, Hong Kong from August16-18, 2018,.

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, Halal Products, Meat Products, Dairy Products, Seafood, Dry Fruits, Fruit & Vegetable, Spices, Sauces & Seasoning, Beverages (Alcoholic & Non Alcoholic), Coffee, Tea, Organic Food, Confectionery, Canned & Processed Food, Rice, Pulses, Sugar & Sweets**, etc. from across the globe.

In 2017, India Trade Promotion Organization (ITPO) had formed an India pavilion with 50 booths from various food categories like Coffee, Tea, Spice, Halal products, Seafood, Fruits and Vegetables, Organic Food, Sweets & Sugar, Confectionery, Bakery Products, Dry fruits etc. under the **MAI subsidy scheme of Department of Commerce, Government of India**. The Expo grew over **1500 exhibitors from 26 countries and regions in 2017, with close to 21, 000 trade buyers from across the world.**

Last Year, India Pavilion was supported with participation by following trade bodies-

- Spices Board of India
- Coffee Board of India
- Marine Products Export Development Authority (MPEDA)
- Ministry of Food Processing Industries (MOFPI)

**Benefits of Participating Under ITPO Pavilion –**

- 1) Subsidised 9 sqm. furnished booth under the MAI scheme from Ministry of Commerce, Govt. of India
- 2) Business matching Programme - HKTDC's complementary business matching service will ensure you have pre-fixed meetings with buyers interested in your products and services

The minimum size of the booth is 9sq.m. Larger space can also be booked in multiples of 9 thereof. Each booth of 9 sq.m. under shell scheme will have participation panels, fascia, three spot light, one long armed spotlight, three cabinets, two display shelves, three black leather chairs, one round table/counter, one electric socket, one rubbish bin & carpet. Shipment/Air freight and clearance of exhibits will be the responsibility of individual exhibitor.

The participation Charges are being worked out and are in the vicinity of Rs15,000/sqm(Tentative) with 10% extra for corner charges for a minimum booth size of 9sqm under SHELL scheme.

The Show is governed by general terms and conditions for participation in international trade fairs.

In view of the limited availability of space, it is requested to intimate the space requirement of your Organisation immediately. The space can be booked with advance payment of Rs.50,000 per booth in favour of India Trade Promotion Organisation, New Delhi. Bank details for remittance are enclosed herewith. ITPO reserves the right to accept/reject any application without assigning any reason.

In case any further information/clarification is required, the undersigned can be contacted on telephone no. 011-23371868 / 23379646 or Shri. Ashok Kumar, Deputy Manager, mobile no. +91-9810300913. The fax no. is 011-23371492 and email is [ashokkumarfin@itpo.gov.in](mailto:ashokkumarfin@itpo.gov.in) & [vikas@itpo.gov.in](mailto:vikas@itpo.gov.in)

We hope to receive your prompt response for participation in the above mentioned show.

Thanking you,

Yours sincerely,



(Vikas Malhotra)  
GM