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No.25-ITPO(1)/E.I/Saudi Agro Food/2014 December 20, 2013

**Subject: Saudi Agriculture/Agro-Food/Food Pack Fair,
September 7-10, 2014**

Dear Sir/Madam,

India Trade Promotion Organisation (ITPO), a premier trade promotion organisation of the Government of India, in coordination with Embassy of India in Riyadh, Saudi Arabia is once again organising India's national level participation in **Saudi Agriculture/Agro Food/Food Pack Fair** from **September 7 to 10, 2014** due to the overwhelming response from the Indian trade and industry.

The Kingdom of Saudi Arabia with a population of 28 million is the largest individual market in the region of processed and packaged foods, from biscuits to tinned food, to condiments and dairy products, etc. The Agro-Food sector in the Kingdom is witnessing a steady growth rate, due to the rapidly increasing population. In 2011, 15% of Saudi consumers have seen a rise in their disposable incomes, while 50% maintained the same level. All this contributed to a 28% increase in consumer spending, 5% of which were spent on food. Saudi packaged food sales are expected to show healthy and positive growth, rising by around 5% annually.

Saudi Arabia is an important export market for the Indian agro foods. The export of Indian agro food has increased in 2012-13 (US\$ 1215 million) over 2011-12 (US\$ 1167 million) to Saudi Arabia. The potential for further growth in our Agro products' exports and its diversification exists as Saudi Arabia is largely dependent on Agro food imports.

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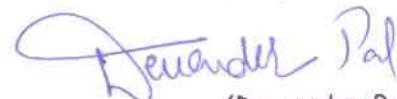
In 2013, 42 Indian companies under the banner of India Trade Promotion Organisation (ITPO) participated in the **Saudi Agro Food 2013**. During 2013 Fair, 300 global exhibitors from 33 countries participated in this event, occupying an area of 18,000 sq.mts. and visited by 26,000 plus trade visitors. Keeping in view the overwhelming response from trade and industry, the space for participation during 2014 has been increased to 500 sq. mts., which is 20% more in comparison to last year.

The Saudi Agro Food 2014 will have a dedicated Indian Pavilion to showcase Indian products like Meat and Poultry, Fresh Foods, Dry Fruits, Frozen and Chilled Foods, Dairy and Milk Products, Fresh Juices, Hot and Cold Beverages, Confectionaries, Chocolates, Organic Foods, Bakery products, Food Processing and Packaging, Fast Foods, Snack, etc. The booths are offered in the sizes of 9/12 sq.mts. The corner booths are in larger size(s) and can be booked in multiples of 3/4 sq.mts. thereof. The package of services offered by ITPO, include fully constructed stand, carpeting, adequate lighting, furniture (counter, chairs and table), standard display aids, fascia, one power point and general publicity support, etc. ITPO will issue the visa recommendation letter for getting the entry to this Kingdom. A fact sheet on the Fair is enclosed.

The direct participation charges are US\$ 430 per sq.mtr. (Rs.27,950 per sq.mtr.), which is heavily subsidized by ITPO and offered at Rs.15,000/- per sq.mtr. The Fair is governed by the general terms and conditions of ITPO for participation in international trade fairs organized by ITPO. Despatch of exhibits to Riyadh, including their clearance will be required to be undertaken by the respective participants themselves.

Please confirm your space requirement immediately in the enclosed application form, duly filled in, along with an advance payment of Rs.50,000/- by demand draft in favour of "India Trade Promotion Organisation". As the space is limited, the allocation of space will be done **ON FIRST-COME-FIRST-SERVED BASIS**. In case of any clarification or further information, please feel free to contact us.

Yours faithfully,



(Devender Pal)

Manager

Encls: as above.