



कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products
Export Development Authority**
(Ministry of Commerce & Industry, Govt. of India)

TFD/2020-2021/00009
December 2, 2020

Sub : Virtual Trade Fairs for Agricultural and Processed Food Products

Dear Sir/Madam,

As you are aware, Agricultural and Processed Food Products Export Development Authority (APEDA) is an export promotion body with the mandate to promote export of agricultural and processed food products from India. For promotion of exports of its scheduled products, APEDA along with its member exporters has been organizing participation in International Trade Fairs/Exhibitions/Buyer Seller Meets etc.

However, the outbreak of COVID-19 has come as a disrupter and almost all such fairs/exhibitions and BSMS have either been cancelled or postponed.

In view of the emerging situation on account of the adverse impact of COVID-19 there is a need not only to sustain the existing markets but also projecting India as a potential alternative choice to the world market for supply of agricultural and processed food products.

Since, holding physical fairs/exhibitions and buyer-seller meets is not feasible at this juncture, APEDA in-house developed platform for organizing Virtual Trade Fairs to showcase the strength of various agricultural products as well as to establish contact between Indian exporters and importers.

Accordingly, APEDA will be organising Virtual Trade Fairs in the following categories:

S.No.	Fair	Days	Month (Tentative)	APEDA Nodal Officers
a.	India Rice and Agro Commodity show	4 days	1 st week of January, 2021	1. Mr. S S Nayyar, General Manager 2. Ms. Vinita Sudhanshu, Dy. General Manager 3. Ms. Meena Singh, Office Executive
b.	India Fruits, Vegetables & Floriculture show	4 days	4 th week of January, 2021	1. Mr. U K Vats, General Manager 2. Dr. Saswati Bose Dy. General Manager 3. Mr. Kamal Kant Senior Office Executive
c.	Indian Processed Food show	4 days	1 st week of February, 2021	1. Dr. Tarun Bajaj, Director 2. Mr. Manprakash Vijay, Asst. General Manager 3. Mr. Raj Kumar Executive EDP

d.	India Meat & Poultry show	4 days	3 rd week of February , 2021	1. Dr. Tarun Bajaj, Director 2. Ms. Samidha Gupta Dy. General Manager 3. Mr. Umesh Kumar Asst. General Manager
e.	India Organic Products Show	4 days	1 st week of March, 2021	1. Dr. B S Negi, Advisor (NAB) 2. Mr. Bidyut Barua, Asst. General Manager 3. Ms. Shobana Kumar Field Officer

The key highlights of the Virtual trade fair platform are mentioned as below:-

- Exporter showcasing wide range of food products.
- Buyers from across the globe.
- Seamless match making opportunities (Pre- schedule/ approved meetings).
- Innovative interactive technology.
- Creating user friendly immersive virtual experience/environment.
- Audio and video chat for easy interaction.
- Demo sessions, product launch events, webinar/presentations to be live stream.
- Private meeting rooms / personalized meeting scheduled.
- Exclusive media centre to showcase wide press releases.
- Secured data accessible only to register buyers.

Interested member exporters of APEDA are requested to apply online on our website, www.apeda.gov.in under the icon 'Trade Events' by 15th December, 2020.

Yours faithfully,


(S S Nayyar)
General Manager