

TFD/2019-20 /000027

Dated: 7th Oct. 2019

SUBJECT: APEDA's participation in Expo ANTAD & Alimentaria Mexico from 31st March, 2020 to 2nd April, 2020 at Mexico City, Mexico

Dear Exporter,

Expo ANTAD & Alimentaria Mexico is the event considered to be one of the important fair and is very popular among the importers and exporters of agro products around the world. Expo ANTAD & Alimentaria México is the gateway to North America and Central America. Expo ANTAD & Alimentaria México is an international business platform where the retail sector, industrialists and producers meet to strengthen and promote commercial relationships with business opportunities. Considering the importance of this fast emerging market, this year APEDA has decided to participate in the forthcoming event

Considering the important market of LAC region, this year APEDA has decided to participate in this event. **EXPO ANTAD & Alimentaria, 2020, Mexico** event is scheduled to be held from **31st March, 2020 to 2nd April, 2020 at international Hall at EXPO Guadalajara, Av, Mariano Otero No.1499, Col. Verde Valle, Guadalajara, Jalisco, Mexico city, Mexico**

During the event it is proposed to promote Indian Food products like; ready-to-eat food/curries, soups, honey, spices & herbs, fresh/frozen fruits & vegetables, chutneys, pickles, herbal tea, basmati rice, wine & Organic products. During the event wet sampling of preparation of Basmati Rice and Indian wine would be done. Biryani prepared from Basmati Rice would be served for tasting to the visitors.

APEDA has taken 108 Sq. mtr. space for organizing its participation. APEDA India pavilion will be aesthetically designed and individual furnished stalls will be allotted in in the multiples of 9 sqm.

The request for participation in the event would be entertained strictly through online (<http://itrack.apeda.gov.in/mda/NewTradeFairApplication.aspx>). The interested exporters are requested to apply online and send their confirmation for participation. The last date for applying online is 30th October 2019.

APEDA's participation in the event would be coordinated by and Mrs. Vinita Sudhanshu, Deputy General Manager, APEDA (vinitas@apeda.gov.in), and Mr. Umesh Kumar, Asstt. General Manager, APEDA (umeshkumar@apeda.gov.in), New Delhi. In case of any clarification further, may please let us know the same.

Thanking you,

Yours faithfully,

Sd/-

Vinita Sudhanshu
Dy. General Manager