



No: Exh./ FS-I/1st /2019
26th February, 2019

**Subject: 29th Taipei International Food Show (FOOD TAIPEI), Taiwan,
June 19-22, 2019**

Dear Sir/Madam,

India Trade Promotion Organisation (ITPO), Government of India's premier trade promotion agency, will be organizing India's participation in the forthcoming 29th edition of Taipei International Food Show, popularly known as **FOOD TAIPEI, Taiwan**, scheduled to be held from **June 19-22, 2019**.

2. FOOD TAIPEI is the most internationalized exhibition in Taiwan, one-third of the exhibition being International companies, which contributes to the spectacular display of diverse food culture. Profile of exhibits include: Fresh Fruits & Vegetables, Preserved Fruits & Vegetables, Poultry, Seafood, Meat & Processed Meat Products, Edible Oils, Dairy Products, Organic and Vegetarian Food, Frozen Prepared Food, Canned Food, Baked Food, Biscuits, Wine & Liquor, Coffee & Tea, Juice & Soft Drinks, Condiments & Confectionery, Ice Cream, etc.

3. Food Taipei is set to take place concurrently with Food Processing & Pharm. Machinery Show (Foodtech & Pharmatech Taipei); Taipei International Packaging Industry Show (Taipei Pack); Taiwan International Hotel Restaurant & Catering Show (Taiwan Horeca) and Taiwan International Halal Expo (Halal Taiwan). This joint expo created an outstanding record of 1,628 exhibitors and 4,059 booths in 2018. Food Taipei alone had 1,079 exhibitors across the globe with 2,197 booths. This 5-in-1 joint expo in last edition attracted 62,358 visitors including 7, 821 international visitors across the Globe.

4. **Starting year 2019, FOOD TAIPEI will utilize the entire hall of Taiwan World Trade Center Exhibition Hall 1. FOOD TAIPEI, FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, Taiwan HORECA and HALAL TAIWAN will once again provide a one-stop-shop for every facet of food, fresh or processed food products, ingredients, catering, packing, and preserving, every related sector is presented vibrantly to revitalize your business. Get hold of the latest food trend and meet your business partners at FOOD TAIPEI! Time to embrace the change, seize the opportunities, and surge your business!**

...2/-

5. We seek your company's esteemed participation in India Pavilion at FOOD TAIPEI, Taiwan 2019 where ITPO is offering booths with a minimum size of 9 sqm under shell scheme. cost of which would be Rs.1.50 lakhs (tentative). Participation charges have been heavily subsidised under MAI grant from DOC and tentatively the participation charges for 9 sqm booth is Rs.80,000/ (tentative) under shell scheme for the eligible participants. A fact sheet on the exhibition is enclosed for your ready reference.

In view of the limited availability of the space, you are requested to intimate the space requirement of your organisation immediately through the enclosed application form duly filled in along with participation charges through RTGS/NEFT as per Bank details given below. **Please note that the allotment of stalls is strictly on first-come-first-serve basis.**

Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING 19, KASTURBA GANDHI MARG NEW DELHI-110001.
Account No.	00031110005078
Type of Account	SAVING
IFSC Code	HDFC 0000003
Please share UTR No. to confirm the payment sent.	

For further information please feel free to contact Mrs. Savita Gupta, Dy. Manager (Mobile : 9911977500; Email: savitagupta@itpo.gov.in). We look forward to hearing from you soon.

With regards

Yours sincerely,
Hema Maity
(Hema Maity)