

To

Subject: IGA Perth Royal Show 2014, 27th Sept. – 4th Oct.2014, Australia

Dear Sir/Madam,

India Trade Promotion Organisation (ITPO) under the Ministry of Commerce, Govt. Of India, is in the services of promoting Brand India globally through organising / participating in prime events abroad. Most of these events are supported with grants of MAI / MDA available through Ministry to subsidise the cost of participation.

India Trade Promotion Organisation in association with High Commission of India, Australia, is organizing India's national participation in **IGA Perth Royal Show 2014**, to be held in **27th Sept. – 4th Oct.2014, in Silver Jubilee Pavilion, Claremont show ground, Western Australia 6010**. India is accorded a status of **GUEST NATION** in this prestigious event, accordingly inviting prime attention from the buying community. According to the fair organisers the 2013 event attracted 451,000 visitors, 35% of them visited the Guest country pavilion. The Guest nation of the past events since 2002 includes China, Germany, the region of Tuscany, Malaysia, Japan and Indonesia.

The Royal Agricultural Society of Western Australia which has been organising the Perth Royal Show for the last 107 years is an apolitical non-profit organisation based in Perth, Australia. The product profile includes toys, clothing, home appliances, furniture, confectionery, Fresh & processed food, textiles & made ups, embroidery on silk, garments, leather & artificial leather goods, footwear, sports goods, jewellery, artefacts and sculptures of brass, wood, cane, metal etc., stationery, paintings etc.

ITPO also proposes to organise Cultural events, Food festivals, Screening of Indian films, Fashion shows etc. during the tenure of this event. Accordingly we look forward to your kind cooperation for these events to make the Indian presentation a grand success in the global arena in the sidelines of business prospects. Kindly let us know the support your organisation could extend in this regard.

With best regards,

Yours sincerely,

(J Guna Sekaran)

Deputy General Manager

India Trade Promotion Organisation