

Sub: SIAL Food Fair – Paris – October 21-25, 2018.

Dear Sir/Madam,

1. We are pleased to inform you that India Trade Promotion Organisation (ITPO) will be organising India's participation in SIAL, Paris (France) from October 21-25, 2018. Salon International de l' alimentation, popularly known as SIAL is one of the largest food and food innovation exhibition in the world with representation from more than 7000 companies from more than 100 countries; presenting their products to retail and food industry professionals at the Fair.

2. SIAL Food Fair in Paris is one of the most important platforms in the world for international food business which not only provides the opportunity to sample food products and experience latest technologies, but also to meet new business partners, and reviving business relations and affiliations. The present edition of the Fair is likely to host more than 1,50,000 business trade visitors and decision makers from across the food industry.

3. We are pleased to invite your company's esteemed participation in India Pavilion at SIAL 2018 where ITPO is offering booths with a minimum size of 9 sq.mtrs. Larger space can be booked in multiples of 3sq.mtrs, thereof. The exact participation charges are being worked out and will be informed shortly. Kindly note that 10% extra will be charged for two-side open stand (subject to availability). The fair is governed by general terms and conditions for participation in international trade fairs organised by ITPO. A copy of the brief rules and regulations for participation in fairs abroad is enclosed alongwith the Fact Sheet on the Fair.

4. We request and advise you to kindly confirm your space requirement immediately through the enclosed application form duly filled in along with an advance payment of Rs. 1,00,000/- (Rupees one lac only) through RTGS/NEFT as per Bank details enclosed. Duly filled application along with details may be sent to the undersigned by speed post or courier. The space booking in the Fair will start from 7th February, 2018 and seniority of participants will be counted accordingly. **Please note the allotment of stalls are strictly on first-come-first-serve basis.**

5. For any clarification or further information, please feel free to contact the undersigned as per details given in the Fact Sheet.

Thanking you,

Yours faithfully,

(Vasu Dev)
Manager