

Sub: **Food Expo, Hong Kong, August 14-18, 2014**

India Trade Promotion Organisation (ITPO) is organising India's national level participation in the 25th edition of **Food Expo** to be held during August 14-18, 2014 at Hong Kong Convention and Exhibition Centre in Hong Kong.

Food Expo Hong Kong is a combination of B2B and B2C event and the exhibit categories include: 1) **Food & Beverage Products:** Bakery Products (Beverages (alcoholic), Beverages (non-alcoholic), Health Drinks, Coffee, Tea, Biscuits, Snacks & Confectionery, Canned, Frozen & Processed Food, Convenient & Instant Food, Dairy Products Fruits & Vegetables, Health, Green & Organic Food, Meat & Poultry, Rice, Noodles & Pasta, Sauces & Seasonings, Seafood and Sugar & Sweets; 2) **Food Packaging, Labeling, Safety & Logistic Products & Services;** and 3) **Food Processing Products, Machinery & Related Services**

The previous edition of Food Expo in 2013 was attended by 1,145 exhibitors (a 3% increase over previous edition of 2012) from 26 countries and regions including Australia, Cambodia, Canada, Chinese mainland, Greece, Hong Kong, Indonesia, Iran, Italy, Japan, Korea, Macau, Malaysia, Mexico, New Zealand, The Netherlands, The Philippines, Poland, Saudi Arabia, South Africa, Spain, Taiwan, Thailand, US, UAE and Vietnam.

The exhibitors in Food Expo include manufacturers, traders and distributors of food & beverages, food related products & services from all over the world.

ITPO is providing a great opportunity to the Indian manufacturers, traders and distributors of food & beverages, food related products & services, food packaging, labeling as also the trade promotion organizations/associations in the public and private sectors alike to participate in the Food Expo Hong Kong under its banner and promote their respective products and services.

The event is being held in two halls namely Trade Hall and the Public Hall. Whereas the event in the Trade Hall is an exclusive B2B affair with a duration of 3 days, the Public Hall event is a combination of B2B and B2C components with 5 days' duration.

The tariffs for participation in the event are as follows:

Trade Hall (3-day B2B event): **Rs. 23,500 per sq mtr. built-up area** (Minimum 9 sq. mtrs. booth)

Public Hall (5-day B2B-cum-B2C event): **Rs. 25,000 per sq mtr. built-up area** (Minimum 12 sq. mtrs. booth)

Corner Premium: 10% extra (a booth of minimum 9 sq. mtrs. must be taken)

A standard booth would include partition walls (2.5m high), wall to wall carpet, fascia board with company name, booth number and country, table, chairs, cabinet(s), shelves, spotlights, ceiling beam, waste basket, power socket, security, stand cleaning and catalogue entry. Any additional items/ display aids would be at extra cost.

Initial booking amount for a 6 sq. mtrs. booth is Rs. 50,000 and for a 9 sq. mtrs. booth Rs. 75,000. You may book space by submitting the application form

including terms and conditions for participation along with demand draft for requisite amount payable to **“India Trade Promotion Organisation, New Delhi”** towards participation fee. The application form can also be downloaded from www.indiatradefair.com.

For participation and further clarification, please feel free to contact the undersigned or Mr. **Prem Singh**, Senior Manager, tel: 011-23371691, mobile 9891851705 and e-mail ps@itpo.gov.in