

## **Fact Sheet**

Name	Saudi Agriculture/Agro-Food/Food Pack Fair
Dates	September 7-10, 2014
Venue	Riyadh International Conventions & Exhibitions Centre Riyadh, Saudi Arabia
Size of the Exhibition	15000 sq.mtrs. indoor 5000 sq.mtrs. outdoor
Status of India Pavilion at the Fair	National Level Participation
Products at display	Meat & Poultry, Fresh, canned and dry foods, frozen & chilled foods, dairy & milk products, soft drinks & juices, tea, coffee & beverages, confectionery & chocolates, convenience foods, health & natural food, organic foods and fresh produce, bakery products, food processing & packaging, food packaging machinery, chemicals and fertilisers, food franchises, fast food & snacks
No. of Trade Visitors	26,000 plus during 2013 Fair
Local Currency	Saudi Arabian Riyal
Nature of the Fair	Business to Business (B2B)
Size of India Pavilion	500 sq mtr (proposed)
Participation Fee	Rs.15,000/- per sq.mtr. (Minimum bookable area 9 sq.mts.)
Package of Services by ITPO	Fully Built up booth with standard display aids (3 spot-lights, counter, two chairs & one table, name board and one power point), services of common interpreter, Visa recommendation. <b><i>Shipment of Exhibits including clearance will be handled by participants themselves</i></b>
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