

## **T1- Suggested Draft Letter for Chambers/Institutions**

August , 2018

Dear Sir,

Trade Promotion Council of India (TPCI), one of the apex trade and investment organizations in India, will be organizing second edition of INDUSFOOD on 14-15 January 2019 under Market Access Initiative (MAI) scheme of Department of Commerce Government of India at India Exposition Mart, Greater Noida.

INDUSFOOD, an initiative to promote India as a strong supplier of food products processed and manufactured in India to the world, will provide a platform to your member companies such as Importers, Wholesalers, Super Market Chains etc. to source directly from the best suppliers of India without any mediator to achieve both quality and reliability. **Buyers' Brochure** ([CLICK HERE](#)) and **Flyer** ([CLICK HERE](#)) of INDUSFOOD-II is available online. During INDUSFOOD-II, Exporters from India will display their products in the following sectors:

- |                               |                |                         |
|-------------------------------|----------------|-------------------------|
| - Wine & Alcoholic Beverages  | - Dairy        | - Confectionary         |
| - Fruit & vegetables          | - Meat         | - Ingredients           |
| - Fragrances & Extracts       | - Spices       | - Organic & Health food |
| - Pulses Grain & Sugar        | - Tea & Coffee | - Consumer Food         |
| - Non Alcoholic Beverages     | - Dry Fruits   | - Oil & Oil Seeds       |
| - Indian Ethnic Food & Snacks |                |                         |

First edition of INDUSFOOD held on 18-19 January 2018 earned immense appreciation from 450 Hosted Buyers from over 43 countries and 75 global retail chains across the globe participated in the event. **Post Show Report** ([CLICK HERE](#)) and **Post Show Highlights** video You Tube link ([CLICK HERE](#)) of the first edition of the INDUSFOOD are also available online.

TPCI is extending an invitation to your esteemed Chamber to encourage your member companies to participate in INDUSFOOD-II under "Hosted Buyer Programme". Interested companies can register on-line [CLICK HERE](#), with **registration fee of INR 17,500 (approx. USD 250) + 18% GST, which is non-refundable**. Following are Benefits for Buyers:

- Partial/Full Airfare Reimbursement (Pre-fixed as per Country of Region)
- 3 Nights of 4/5 Star hotel accommodation with complimentary breakfast
- Visa Assistance and App based business matchmaking
- Airport & Venue group transfers
- Complimentary Lunch on Show days
- Invitation to Gala Networking Dinner
- Interpreters on request

**\*\* Government officials and officials from Chambers, Associations, Super Markets, Retail Chains are exempted from registration fees.**

I am sure, under your dynamic leadership, a large delegation of your member companies will participate in the mega event 'INDUSFOOD-II'. TPCI will be pleased to extend hospitality to one official of your Chamber if your delegation exceeds 10-members.

Look forward to receive your support to make the event successful.

With kind regards,