



EUROPEAN UNION

DELEGATION TO INDIA

Invitation to participate in the EU pavilion at the 12th edition of Annapoorna World of Food India

Bombay Exhibition Center Mumbai, 14 – 16 September 2017

EU stand at Annapoorna World of Food India 2017 trade exhibition

Eligible products:

- Products carrying EU quality labels (PDO/PGI/TSG and organic products)
- Dairy products
- Fresh and processed fruit and vegetables
- Oils including olive oils and table olives
- Products processed from cereals and rice
- Meat and meat products
- Fibre flax
- PDO and PGI wines

Accompanying activities:

→ Market access activities

- Workshop with the Customs and Food Safety and Standards Authority of India (FSSAI)
- Presentation of the 2017 EU Handbook for exporters of plants and plant products

→ At the stand:

- Product tastings and presentations, displays of EU quality labels

→ Public relations

- Media activities and promotional campaign including one event

Who can register?

- National and EU-level professional organisations
- EU producers, groups of producers of 28 Member States

Your investment:

- Shipping of samples and brochures
- Travel and accommodation for your representatives

Information about Annapoorna: <http://www.worldoffoodindia.com>

Information about the EU Pavilion:

Size: 265 sqm, stands of 5-9 sqm (depending on the number of participants).

Shipping of samples: June – August 2017, one freight forwarder for shipping, customs clearing and storage, with a negotiated rate will be proposed to the invited companies.

Own promotional material: roll-ups and posters are not allowed on the EU stand. Participants are invited to ship their own brochures. However, as storage space is limited, please optimize the amount of brochures shipped to the stand. Roll-ups related to the EU quality labels and GIs will be supplied by the European Commission.

Working language: English

Programme organisers: The Delegation of the European Union in New Delhi is coordinating the project with the funds of the EU Foreign Policy Instrument. Your participation will be confirmed by 30 June 2017. At this time you will be linked to the project manager of the agency responsible for the organisation of the EU stand for the follow up actions related to your participation.

How to apply?

To send your application, please **fill in the attached questionnaire** and send it back to Davide.Davolio@eeas.europa.eu. Please make sure to do this **by 23 June 2017**. Late applications will only be taken into consideration in case of cancellations.

Important

As the number of participants is limited, final confirmation will be communicated by 30 June 2017 the latest. Participants will be chosen considering the balance between different product groups and member states represented. In case of a high number of applications (above 30): annual turnover will be taken into account, extra points will be given for products with quality labels and priority will be given to companies not present at Annapoorna 2014 event organised by Directorate General for Agriculture and Rural Development of the European Commission (does not apply to associations or groups of producers).

For further information, please send an email to Damian.Kaminski@eeas.europa.eu.