



EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Multilateral relations, Quality policy
B.5. Promotion

Invitation to participate in the EU pavilion

9th edition of Annapoorna World of Food India

Bombay Exhibition Center

Mumbai, 24 – 26 September 2014

EU stand at Annapoorna World of Food India 2014 trade exhibition

Eligible products:

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

Accompanying activities:

→ Prior to the fair (September 23rd)

- Networking event with Indian buyers and media
- Introductory seminar on Indian market for participating producers

→ At the stand:

- Product tastings and presentations, cooking shows

→ Public relations

- Media activities
- Promotional campaign

Who can register?

- National and EU-level professional organisations
- Producer companies

Your investment:

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

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

EU pavilion:

Location: *(to be announced)*

Size: 200 smq

Layout: presentation area with show kitchen, counters (one per participant), functional rooms (storage, kitchen). Products can be displayed on producer's counter and in display areas.

Shipping of samples: *To be announced soon. Please also refer to the fair's website.*

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.

Working language: English

Programme organisers: The agency responsible for organisation of the EU stand is company Development Solutions Europe. Once your participation is confirmed by the EC, you will be contacted by the agency to agree all logistical details concerning your participation. The agency will organise interpreters as well as local hosts/hostesses to help you with the tasting activities.

Information on import conditions: <http://madb.europa.eu/madb/indexPubli.htm>

How to apply?

To send your application, please **fill in the online questionnaire** available at the following address: <http://ec.europa.eu/yourvoice/ipm/forms/dispatch?form=Annapoorna2014>. Please make sure to do this by 10th June 2014. Late applications will only be taken into consideration in case of cancellations.

Do not forget to press the "submit" button once you have entered all the data and make sure that a message confirming the submission is displayed. If you wish, you can annex any additional information, e.g. product pictures, presentation texts about your company or association as indicated in the online questionnaire. The size of individual attachments is limited to 1 MB. If you would like to send larger files, please send an email to AGRI-PROMOTION-STAND@ec.europa.eu

Important

As the number of participants is limited, final confirmation will be communicated by June 16th 2014. Participants will be chosen considering the balance between different product groups and member states represented.

We welcome your ideas on how you could get involved. Please send us your proposals for presentations, workshops, cooking shows and other animation activities which could take place in the context of the fair.

For further information, please send an email to [AGRI-PROMOTION-STAND @ec.europa.eu](mailto:AGRI-PROMOTION-STAND@ec.europa.eu) or call Ms Kameliya Palazova, +32 2 29 52109.