

No. K-39013/1/2023-PLANT B
Government of India
Ministry of Commerce and Industry
Department of Commerce

Udyog Bhawan, New Delhi
Dated: 21st June, 2023

To

The Secretary,
Coffee Board,
No.1 Dr. B.R. Ambedkar Veedhi,
Bengaluru - 560 001

Subject: Coffee Board's proposed Calendar of event for physical participation in external promotion events during 2023-24 - Reg.

Sir,

I am directed to refer to Coffee Board's letter no. PRM/EXP/Physical Events/2023-24/26 dated 08.05.2023 on the subject mentioned above and to convey the in-principle approval of DoC for participation by the Coffee Board in the following Trade Fairs/Exhibitions during 2023-24 with an estimated expenditure of ₹240.00 lakhs. The details are as under: -

i. Coffee Board's participation along with Indian coffee exporters -

Sl. No.	Name of the Exhibition / Fair / Event	Date of event	City / Country	Approved cost of participation (₹ in lakhs)
1.	Melbourne International Coffee Expo	17 - 19 August, 2023	Melbourne, Australia	40.00
2.	Anuga Food Show 2023, Germany	7 - 11 October, 2023	Germany	40.00
3.	Host Milano, Italy	13 - 17 October, 2023	Italy	40.00
4.	Café show, Seoul, South Korea	8 - 11 November, 2023	Seoul, South Korea	35.00
5.	Gulfood, Dubai	20 - 24 February, 2023	Dubai, UAE	40.00
Total				195.00

ii. Participation of Indian Coffee Exporters in collaboration with Indian Missions Abroad -

Sl. No.	Name of the Exhibition / Fair / Event	Date of event	City / Country	Approved cost of participation (₹ in lakhs)
1.	World Food Moscow 2023	19 - 22 September, 2023	Moscow, Russia	15.00
2.	SCAJ World Specialty Coffee Conference and Exhibition, Japan	27 - 29 September, 2023	Japan	15.00
3.	Cafex Cairo, Egypt	March 2024	Cairo, Egypt	15.00
Total				45.00

Grand Total (i+ii) - ₹240.00 Lakhs


21/06/2023