

डॉ. आरती दीवान गुप्ता, आई.डी.ए.एस

वित्त निदेशक

Dr. Aarti Dewan Gupta, IDAS

Director of Finance



Ref.EXPROM/2013-14/ 539

12th July, 2013

The President, Coffee Exporters Association of India, Bangalore.
The President, Specialty Coffee Association of India, Bangalore.

Dear Sir,

Sub: Coffee Board's Annual Action Plan for participation in
Export Promotion Fairs during 2013-14.

The list of Export Promotion fairs / exhibitions and other trade promotion activities abroad, approved by the Government vide letter No.3/5/2012-Plant-B dated 3-7-2013 for participation along with the industry stakeholders during 2013-14, is enclosed for kind information.

The Board has already participated, along with the representatives of registered coffee exporters/SCAI Members, in four events viz. SCAA Annual Exposition 2013, SIAL, China 2013, MICE 2013 and SCAE World Coffee Conference 2013.

Arrangements for participation in rest of the fairs, coming up from the month of August 2013 till March 2014, are being made; to start with booking of space / booth for organizing the exhibition. In this connection, we would like to know the interest of Coffee Exporters and members of Specialty Coffee Association of India, in joining the Board's delegation for participation in different international coffee events to enable us to decide on the size of the stall and scale of participation, to have greater visibility and convenience for the stakeholders to exhibit their branded products in the Board's stall and have business interactions with the visiting traders.

Therefore you are requested to indicate your interest / convenience for participation against each event in the attached list and return to us for further needful from our end.

Please acknowledge receipt indicating your interest for participation in the list of promotional events attached.

Yours faithfully,

(AARTI DEWAN GUPTA)
DIRECTOR OF FINANCE

Copy to:

- 1) All Registered Coffee Exporters,
- 2) All Members of Specialty Coffee Association of India.

कॉफी बोर्ड / Coffee Board

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COFFEE BOARD, BANGALORE.

Approved list of Overseas events for participation by Coffee Board during 2013-14

Sl. No.	Fair title	Dates of event	Exporters / SCAI members' choice of participation
1.	25 th SCAA Annual Exposition and World Coffee Conference, Boston, MA, USA along with Special Event / BSM	April 11-14, 2013	-
2.	14 th edition of SIAL, Shanghai, China – Food & Beverage Show along with Special Event / BSM	May 07-09, 2013	-
3.	Melbourne International Coffee Expo, Melbourne, Australia.	May 23-26, 2013	-
4.	SCAE World Coffee Conference, Nice, France, along with Flavour of India	June 26-28, 2013	-
5.	INDIA WEEK Festival, Bangkok.	August 15-18, 2013	
6.	World Food Moscow, Moscow, Russia. (India Show with joint participation of Tea/Coffee/Spices Board)	September 16-19, 2013	
7.	Eu' Vend & Coffeena, Cologne, Germany along with Special Event / BSM	September 19- 21, 2013	
8.	SCAJ World Coffee Conference, Tokyo, Japan, along with Special Event / BSM	September 25-27, 2013	
9.	Host 2013, Fiera Milano City, Milan, Italy	October 18-22, 2013	
10.	Café Show, Seoul, Korea along with Special Event / BSM	November 21-24 , 2013	
11.	NCA Annual Convention, USA, New Orleans, LA	March 20-22, 2014	
12.	Gulf Food, Dubai (India Show with joint participation of Tea/Coffee/Spices Board)	February 23-27, 2014	
13.	Cairo International Fair 2014, Cairo, Egypt.	March 16-18, 2014	