



AAHAR 2005

New Delhi, India

- The Show:** AAHAR 2005 is the premier food and food equipment trade show in India. In 2004 more than 200 exhibitors and 20,000 business visitors attended AAHAR.
- Location:** Hall 14, Pragati Maidan (Fair Grounds), New Delhi, India
- Dates:** March 9–13, 2005
- Deadline:** December 15, 2004 - Booth space cannot be guaranteed after this date.
- The Booth:** A standard booth measures 12 square meters (3 meters x 4 meters) and includes a display board with your firm's name, floor covering, display counter with bar stools, a round table with chairs, display shelves, six spot lights, one power point, lock cabinet, and trash cans. The charge also includes regular cleaning, maintenance, and around the clock security. Custom booth design is available at an additional cost.
- The Cost:** The cost of a booth is **\$2500.00** including a compulsory catalog charge and an invitation to attend a Foreign Agricultural Service-hosted trade reception. Local hire for staffing a booth is available at an additional charge.
- Shipping for American Cafe**
- And Booth:** The exhibitor will have to pay the shipping cost, clearance charges (including import duties), insurance charges, etc. FAS/New Delhi will provide shipping guidelines and a list of Freight Forwarding agents.
- American Café:** Are you interested in getting maximum exposure for your products without attending the show at a lower cost? The American Café offers a unique and cost-effective opportunity for U.S. companies to display products for **\$500.00**. A company does not have to send a representative to the show, saving transportation, hotel, labor, and other related expenses. The company sends its products and the U.S. Department of Agriculture (USDA) will arrange to have the products displayed or prepared/cooked and served to show attendees. Please see the attached application form for more information on the American Café.
- Support:** The Office of Agricultural Affairs, U.S. Embassy New Delhi, will sponsor a U.S. Pavilion at AAHAR 2005 and provide US exhibitors with on-site support services during the show. AAHAR 2005 is an endorsed USDA Trade Show!

Contacts:

Tobitha Jones	Santosh K. Singh
USDA/FAS-Trade Shows	USDA/FAS-American Embassy
Washington, D.C.	New Delhi, India
Tel: (202) 690-1182	Tel: 011-91-11-2419 8425
Fax: (202) 690-4374	Fax: 011-91-11-2419 8530
Email: Tobitha.Jones@usda.gov	Email: Santosh.Singh@usda.gov



Why: AAHAR 2005 is the 20th annual international exhibition for food and food processing equipment in India. AAHAR provides an unparalleled venue to reach Indian food buyers because it is the largest food trade show in all of India. It provides an excellent opportunity to introduce new products to the emerging Indian market.

India had historically maintained a highly restrictive import market for food products. In recent years, the Indian government's gradual trade liberalization has provided market access for an increasing number of food products thereby, offering new market opportunities. As of April 1, 2001, India, under its WTO obligations, removed quantitative restrictions on imports of all food products.

AAHAR provides an opportunity to establish your company's presence in the hitherto closed Indian market by introducing your products to potential importers, distributors, representatives and joint venture partners attending the show. More than 200 Indian and foreign exhibitors and about 20,000 business visitors from India and abroad participated in last year's event. While several foreign products were presented in individual booths, the USDA/FAS had the only organized country pavilion with ten exhibitors and two American Café participants.

The

Market: Are you ready to spotlight your products in a market where imports are just beginning?

India, with a population of more than one billion and a vibrant economy growing annually at 5-6 percent in the last few years, is potentially a huge and emerging market for imported food products. Although tariffs remain high at 30 to 60 percent on most products, market opportunities for high value consumer food products have expanded in recent years. India's large and growing middle class market may vary from 50-200 million depending on the income levels, product, and pricing. Nevertheless, with the increasing urbanization and exposure to western culture, a segment of 10-50 million Indian consumers exist, largely concentrated in the major metropolitan cities, whose consumption behaviors are comparable to western standards. Growing health consciousness among the middle class will further spur imports of consumer food products. In addition, the growing number of fast food/western style restaurants and the vibrant domestic food processing industry has created substantial markets for an increasingly broad range of food ingredients. Indian consumers regard U.S. products favorably and strongly associate them with high quality.

Best Products Prospects: almonds, pistachios, fresh fruits (apples, grapes, pears), prunes, chocolate, cookies, fruit juices, sauces, spreads, salad dressings, condiments, cheese, wine etc.

Also refer India's 'Exporter Guide 2003 (IN3091)' on the FAS Web site : <http://www.fas.usda.gov>-- select Attaché Report and then type in the report number IN3091.

RESERVATION FORM
U.S. Pavilion
AAHAR 2005
March 9-13, 2005

Mailing Address
USDA Trade Show Office
Stop 1052
Room 4939, South Building
Washington, DC 20250-1052

Street Address (for courier service)
USDA Trade Show Office
Room 4642, South Building
1400 Independence Ave., S.W.
Washington, DC 20250-1000

Please type or print clearly.
Section 1 -- Exhibitor Data

No. of exhibitors reserving the booth: ___1 ___2 (Attach exhibitor data for Company No. 2)

Contact for Trade Show Office Communications: _____

Company E-mail address: _____

Company name: _____

Contact person to be listed in show directory:

Company name to be listed in show directory:

Street address: _____

City, state, zip _____

Phone: _____

Fax: _____

Representatives attending the show: _____

Company description (maximum 100 words) for use in the AAHAR 2005 U.S. Pavilion Directory

Products to be exhibited, including brand names:

Section 2 -- Booth Location Preference

Priority choices: **The floor plan will be provided at a later date.**

Section 3 -- Contractual Agreement

I have read and will comply with all provisions of the Terms and Conditions for participation in the show.

I have included the booth fee with my Reservation Form. (Please make checks payable to USDA/FAS.)

I want _____ I do not want _____ my name, address, telephone, and fax numbers kept confidential prior to AAHAR 2005

Signature _____ Expiration Date _____

Title _____

Mastercard # _____

Visa# _____

Discovery # _____

American Express# _____

PLEASE KEEP A COPY FOR YOUR RECORDS.

Terms and Conditions AAHAR 2005

Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or the USDA Trade Show Office may make changes as. Exhibitors will be promptly advised of any changes or additions.

The U.S. Department of Agriculture (USDA) agrees to:

1. Provide the participant with the standard booth package described in this brochure.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Issue refunds to exhibitors canceling their participation in the show according to the "Cancellation/Refund Policy" and issue a full refund to all participants, if the show is canceled.

Cancellation/Refund Policy:

All cancellations must be made in writing.

Cancellation Date:

Cancel prior to or on November 15, 2004

Cancel after December 15, 2004

Amount withheld:

50% of total stand cost

100% of total stand cost

4. Refrain from providing commercial third parties with exhibitor contact information prior to AAHAR 2005, unless authorized to do so on the Reservation Form.

The Exhibitor agrees to:

1. Promote and display only products consisting of at least 50 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non-U.S. products from an exhibitor's booth.
2. Accept the location of the assigned booth within the U.S. Pavilion at AAHAR 2005, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. Use the booth decoration and design supplied by the USDA Trade Show Office, unless written permission is received from USDA authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA trade shows.
5. Share the assigned booth with no more than one other exhibitor. Note: USDA will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Show Office.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on March 13, 2005.
11. Arrange for all equipment and booth materials to be removed from the show site at the Pragati Maidan Fair Grounds by 6:00 p.m. on March 13, 2005. USDA will not secure exhibitor equipment or booth materials after 6:01 p.m. on March 13, 2005.
12. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion, AAHAR 2005. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the shipping cost, clearance charges (including import duties), insurance charges of product samples, promotional materials, and equipment to India before the show and back to the United States after the show.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. The Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result of cancellation of, or non-participation in AAHAR 2005. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS.

AMERICAN CAFÉ
AAHAR 2005
New Delhi, India, March 9-13, 2005
APPLICATION

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____

PHONE NUMBER _____
FAX NUMBER _____
E-MAIL _____

The cost to display your products will be \$500.00 NON REFUNDABLE.

Product Information

Product(s): _____

Product(s) description: _____

Is the product already in India? _____

If yes, provide the name and address of the broker/distributor _____

If no, are you actively searching for an agent? _____

In what type of packaging is the product available?
(e.g., HRI, retail, vending, etc.) _____

Has the product been packaged for India? _____

If not, are you willing? _____

If possible, please send us a price list. _____

Is the company able to supply _____ Large supermarket chains
_____ Small independent grocery chains
_____ Large foodservice chains

_____ Small independent operations

Presentation instructions: _____

Promotional items to be included: _____

Please fax application to Tobitha Jones Fax (202) 690-4374

We will fax you a contact list of interested buyers by April 15, 2005

Payment Status

PLEASE MAKE CHECKS PAYABLE TO USDA/FAS.

Credit Card

MasterCard

Visa

Discover

American Express

Card Number

Exp. Date and Signature

Please send your checks to:

Mailing Address

USDA Trade Show Office
STOP 1052
Room 4939, South Building
Washington, DC 20250-1052

Street Address (for courier service)

USDA Trade Show Office
Room 4642, South Building
14th St. & Independence Ave., SW
Washington, DC 20250-1000



AAHAR 2005 New Delhi, India

SHIPPING GUIDELINES

Dear Exhibitor,

1). Please note the following closing dates for the shipment of the company's product samples, promotional materials, and other equipment.

- **December 1-31, 2004** - The exhibitor needs to provide the shipment detail to the U.S. based consolidator (overseas arm of the C&F agent) to identify the product list and coordinate the shipping schedule.
- **January 1, 2005** - The exhibitor needs to provide shipment details (invoice, packaging list). Should be received by the New Delhi C&F agent (C&F agent needs at least one month to process the papers for the import permits, etc.)
- **February 1, 2005** - The shipment should arrive New Delhi (INDIA) airport. The agent needs at least three weeks for shipment clearance.
- **February 22, 2005** - Exhibitors shipments should reach embassy/organizers warehouse after customs clearance.
- **March 9, 2005** – AAHAR begins.

2). For shipment of product samples, promotional materials, and equipment to India and back to United States, after the show, please contact any of the following Freight Forwarder Agents.

	<i>FREIGHT FORWARDER AGENTS' ADDRESS IN INDIA AND THE CONSOLIDATORS' ADDRESS IN UNITED STATES</i>
1.	<p>Contact: Surjeet Singh R.E. ROGERS INDIA PVT. LTD. 1 Commercial Complex, Pocket H & J Sarita Vihar, New Delhi – 110 076 (INDIA) PH: 91-11-26949801/9802 ; FX: 91-11-26949803/5900 ; CELL: 91-9810139800 Email: rerid@rogerworldwideindia.com, surjeet@rogersworldwideindia.com</p> <p>Contact: David Jones TWI GROUP, INC. 2725 EAST DESERT INN ROAD, SUITE 200 LAS VEGAS , NV 89121 PH :001-702-691-9029 ; FAX :001-702-691-9045; EMAIL : djones@twiglobal.com</p>
2.	<p>Contact: Pradeep Ohri ORIENT MARINE LINES PVT.LTD 2nd Floor,49, Rani Jhansi Road, New Delhi - 110 055 (INDIA) PH: 91 11 2351 4052-54,2367 0995,2354 3111 ; FX: 91 11 23625477, 23550455 ; CELL: 91-98110 35765 Email: pradeepo@orientm.com, info@orientm.com</p> <p>Contact: Mr. Thomas Penna Global Lanes International Corp. 45-17 Springfield Blvd Bayside, N.Y.11361 Tel : + 718 428 4555</p>

Fax: + 718 428 4447

E mail: GLOBALLANES@aol.com

3.	<p>Contact: Sanjay K. Johri TRANSLINK EXPRESS (I) PVT. LTD. 123 Udyog Vihar, Phase – IV Gurgaon – 122 001 (INDIA) PH: 91-124-2399273 ; FX: 91-124-2399272 ; CELL: 91-9868048306; Email: johri@translinkindia.com</p> <p>Contact : Bill Langworthy ROCK-IT CARGO USA, INC., Fairs & Exhibitions 5101 Buffington Road Suite 3446, College Park GA, USA 30349 PH : (404)6690727 ; FX: (404)6690643; E-mail : bill@rockitcargo.com</p>
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3). PLEASE NOTE: The Freight Forwarder Agent will provide the detailed shipping instructions.