

## **PLAN SCHEME export promotion – Event during 2011-12**

Under the Export Plan Scheme, the Government of India has approved for the participation by the Board in 15 international events/conferences during 2011-12 as detailed below.

### **Approved List of Board’s participation in Overseas events during 2011-12**

<b>SI No.</b>	<b>Name and Venue of the Event</b>	<b>Date of the Event</b>
<b>1.</b>	SCAA- 23 <sup>rd</sup> Annual SCAA Exposition, Houston, Texas, USA – <b>WITH SPECIAL EVENT</b>	April 28 – May 01, 2011
<b>2.</b>	SIAL CHINA 2011- International Food & Beverage Exhibition, Shanghai, China	May 18-20, 2011
<b>3.</b>	SCAE World of Coffee Event 2011 – Exhibition and Conference, Maastricht, The Netherlands <b>WITH FLAVOUR OF INDIA</b>	June 22-24, 2011
<b>4.</b>	Fine Food Australia, Sydney, Australia	Sept. 05-08, 2011
<b>5.</b>	COFFEENA 2011, Cologne, Germany	September 8 – 10, 2011
<b>6.</b>	World Food Moscow 2011, Moscow, Russia - <b>WITH BSM</b>	September 13-16, 2011
<b>7.</b>	SCAJ World Specialty Coffee Conference & Exhibition 2011, Tokyo, Japan - <b>WITH BSM</b>	September 28 – 30, 2011
<b>8.</b>	Host 2011, Fiera Milano City, Milan, Italy	Oct 21-25, 2011
<b>9.</b>	World Food, Ukarine, Kiev, Ukarine	October 25-27, 2011
<b>10.</b>	NCA, USA – Fall Event - <b>WITH BSM</b>	October 2011
<b>11.</b>	World Food Kazakhstan, Almaty, Kazakhstan	1-4 Nov 2011
<b>12.</b>	Winter Fancy Food Show 2012, Sanfrancisco, USA	January 15 – 17, 2012
<b>13.</b>	Gulf Food, Dubai, UAE - <b>WITH BSM</b>	Feb./March 2012
<b>14.</b>	Alimentaria 2011, Barcelona, Spain	March 2012
<b>15.</b>	Foodex, Tokyo, Japan - - <b>WITH BSM</b>	During March 2012

The active association of our exporters with the Board in participating in these events are needed to ensure due projection of Coffees of India to the International coffee community and thus useful for the industry. We would, therefore, request the Exporters of Coffees of India to plan in the coming months to take due advantage of the exposure being offered. This will help the Board in organizing the exhibition in a planned way by taking sufficient floor space and optimal utilization of resources at the Board’s end.

As the Exporters aware, any registered coffee exporter, whose f.o.b. value of coffee exported during the preceding year does not exceed ₹15.00 crores (Rupees Fifteen Crores), would be entitled to assistance under Export Promotion Scheme of Coffee Board on lines of MDA. It has also been decided recently by the Ministry of Commerce & Industry, Department of Commerce,

**to allow more than one visit in a year to General Areas in lieu of visit to Latin American countries.**

However, there is no other changes in the MDA guidelines which is already placed in the Board's website. This is for the information of all concerned. For further information, please email: [dirfincb@gmail.com](mailto:dirfincb@gmail.com) /adpdkn@gmail.com.

***Director of Finance***