## Calendar of Events approved by the Govt. of India for Coffee Board’s participation in promotion events during 2016-17

<table>
<thead>
<tr>
<th>SI No.</th>
<th>Name and Venue of the Event</th>
<th>Date of the Event</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SCAA - 28th Annual SCAA Exposition, Atlanta, Georgia, USA – WITH SPECIAL EVENT</td>
<td>14-17 April 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>2.</td>
<td>COFFE EXPO 2016- International Coffee Industry Expo, Guangzhou, China</td>
<td>29 June - 1st July 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>4.</td>
<td>SCAJ World Specialty Coffee Conference &amp; Exhibition 2016, Tokyo, Japan - WITH BSM</td>
<td>28-30 Sept. 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>5.</td>
<td>World Food Moscow, Moscow, Russia</td>
<td>12-15 Sept. 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>6.</td>
<td>COTECA Global Industry Expo, Hamburg, Germany</td>
<td>07-09 Sept. 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>7.</td>
<td>SIAL 2016, Paris, France</td>
<td>16-20 October 2016</td>
<td>Through ITPO</td>
</tr>
<tr>
<td>8.</td>
<td>Triestespresso, Trieste, Italy</td>
<td>20-22 October 2016</td>
<td>Direct</td>
</tr>
<tr>
<td>10.</td>
<td>Gulf Food, Dubai, UAE - WITH BSM</td>
<td>26th February – 02nd March 2017</td>
<td>Through ITPO</td>
</tr>
<tr>
<td>11.</td>
<td>Melbourne International Coffee Expo, Melbourne, Australia</td>
<td>March 30 – April 1, 2017</td>
<td>Direct</td>
</tr>
</tbody>
</table>
Ref: EXPROM/2016-17/ 523

20th July, 2016

The President,
Coffee Exporters Association,
No.45, Palace Road,
P B No.5120
Appt. 4404/5 High Point IV
Bangalore – 560 001

Sir,

Sub: Calendar of Events approved by the Govt. of India for
Coffee Board’s participation in overseas promotion events
during 2016-17 – Intimation – Reg.

The Government of India, vide letter No.03/03/2015-Plant B dated 11th July, 2016, of the
Ministry of Commerce & Industry, Department of Commerce, has approved the Calendar of
Events for Coffee Board’s participation in overseas promotion events during 2016-17. The same is
append for information. It is requested to give wide publicity among the Members of your
Association for participation along with the Coffee Board’s delegation for utilizing the opportunity
to interact with the traders / importers for promoting exports of Coffees of India. The Exporters /
SCAI Members willing to participate in the events, may please send in their willingness in advance
to enable the Board to book the required stalls and furnishing for organizing the participation.

The Market Development Assistance may also be availed for promotion participation
during 2016-17 as per the MDA Guidelines appended to this letter.

Yours faithfully,

DIRECTOR OF FINANCE

Encls: 1) List of approved promotion events
2) MDA Guidelines (published in www.indiacoffee.org)
Ref.EXPROM/2016-17/ 522

20th July, 2016

The President,
Specialty Coffee Association of India,
Empire Infantry
29, Infantry Road
Bangalore – 560 001

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