

Sir/Madam,

Sub: "Virtual Buyer Seller Meet for Indian Spices with focus on China"

Greetings from Spices Board!

As you are aware, Spices Board is undertaking various programs, in association with Indian Missions abroad for promotion of spices and spice products from India. Accordingly, with a view to promote the export of Indian Spices to China, Spices Board in association with Embassy of India, Beijing is organizing a "Virtual Buyer Seller Meet for Indian Spices with focus on China" tentatively on 18th November 2022. Apart from the leading Chinese importers, The China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA), China Condiments Association etc. would be participating in the event. The details on registration for participation in the BSM will be hosted in the Board's website shortly.

Further, the Embassy has requested the Board to send high quality spice samples for promoting and popularizing spices from India amongst dignitaries, key stakeholders and prospective participants in the BSM. Distribution of samples by the Embassy to the dignitaries, industrialists etc. help to showcase India's range and competence in the spice sector, which in turn would strengthen the goodwill of our spices, thereby facilitating export promotion.

In this connection, you are requested to provide high quality spice samples so as to reach Spices Board Head Office, Kochi on or before 14.10.2022. The samples may be sent to Deputy Director, Spices Board at the below mentioned address. All exporters of spices are urged to make use of this opportunity for promoting their range of spice products in China.

Shri Nithin Joe,
Deputy Director,
Spices Board
Sugandha Bhavan
NH Bye pass
Palarivattom PO
Cochin-682025

Regards,
Sd/-
Director (Mktg)

Kochi
04.10.2022