

Workshop on  
Export Marketing for Processed Fruits & Vegetables and Other Food  
Products  
Saturday, 20<sup>th</sup> March , 2010  
Hall 6+7, 5<sup>th</sup> Floor, MCCIA Trade Tower, ICC Complex, S.B. Road, Pune 16.

Supported by



Small Industries Development Bank of  
India (SIDBI)



APEX Cluster Development Services  
Pvt. Ltd.

Over the years agriculture and agro based industries have played a very vital role in the Indian Economy and will continue to be the most crucial sector in the future. The growth of this sector is important due to its contribution to the GDP, Employment Generation, exports, etc. The challenge of this sector in future is to produce enough food, fodder and fiber to satisfy not only to the domestic demand but also to take advantage of the expanding external market. If the exports of agricultural and agro - based products increases only by 1%, it will result in many fold increase in the total GDP.

Agriculture and agro based industries have played a very vital role in the Indian Economy. Indian Exporters will have to improve their processing, packaging facilities and quality standards to meet the international demand. India is a major producer of Fruits and vegetables but due to low percentage of value addition of Agri-produce, we are not able to export much.

Keeping these needs of exporters in view, MCCIA has organized a Full day Workshop on **"Export Marketing for Processed Fruits & Vegetables and Other Food Products"**. This workshop will be held under BDS Development Project of Pune Fruit & Vegetable Processing Cluster supported by Small Industries Development Bank of India (SIDBI) and APEX Cluster Development Services Pvt. Ltd. The details of the workshop are as follows:

**Day and Date:** Saturday, 20<sup>th</sup> March , 2010  
**Time :** 10.00 a.m. to 5.00 p.m. (**Registration will start at 9.30 a.m.**)  
**Venue :** Hall No. 6+7, 5th floor, MCCIA, ICC Complex, S.B. Road, Pune 16.  
**Fees :** Rs.500/- per participant,  
The fees will include the cost of course material and the lunch.

**Topics to covered :**

- Domestic and International Scenario
- Market Intelligence
- Exports and International Trade Procedures
- Quality requirements for Processed Food Industry
- Opportunities for Innovation in Processed Fruit and Vegetable Products for Exports

**Faculty:** Experts/Consultants, Business Development Service Providers in various areas of exports, will guide the participants.

**For Whom:** The workshop will be useful for the Representatives of Food Processing Industries, exporters, entrepreneurs who wish to enter in this field and consultants.

Registrations should be sent in enclosed format, along with the local cheque or D.D. in favor of '**Mahratta Chamber of Commerce, Industries and Agriculture**', payable at Pune.

**Medium of instructions:** English, but queries can be answered in Marathi

**Last Date of Registration : 18/03/2010**

For further information and registration contact:

- MCCIA - Mr. Lalit Waykole 25709122(Tel) 9850229259(M), [lalitw@mcciapune.com](mailto:lalitw@mcciapune.com), [waykole.lalit@gmail.com](mailto:waykole.lalit@gmail.com)/ Mr. P.V. Sasidharan, 25709000/25709123, Fax: 020-25709021, Email: [sasidharan@mcciapune.com](mailto:sasidharan@mcciapune.com),
- APEX - Mrs. Shubhada Shintre, over 98810 98155, Email: [shubhada.shintre@gmail.com](mailto:shubhada.shintre@gmail.com), [shubhada@punebds.com](mailto:shubhada@punebds.com)

-----✂-----✂-----

<b>Mahratta Chamber of Commerce, Industries &amp; Agriculture</b> 5 <sup>th</sup> Floor, MCCIA Trade Tower, ICC Complex, Senapati Bapat Road, Pune 411 016. Tel : 25709000, Fax : 25709021 <b>Workshop on</b> <b>"Export Marketing for Processed Fruits and Vegetables and Other Food Products"</b> <b>Saturday, March 20, 2010</b> <b>Hall 6+7, 5<sup>th</sup> Floor, MCCIA Trade Tower, ICC Complex, S.B. Road, Pune 16.</b>		
Please register my / our name(s) as participant(s) for the above programme.		
Name of Company :		
Address :		
Tel :	Fax :	Email :
Name & Designation of Participant(s) :		
1)		
2)		
3)		
Enclosed: Cash / Cheque (local)/D.D. for Rs. _____/- chq. / D.D. no. _____/- (local cheque / D.D. to be drawn in favour of 'Mahratta Chamber of Commerce, Industries and Agriculture, payable at Pune).		
Signature & Seal of the Company		