

No. 1/1/2018-Plant-D  
Government of India  
Ministry of Commerce and Industry  
Department of Commerce

Udyog Bhavan, New Delhi  
Dated: 10<sup>th</sup> May, 2018

To

The Secretary,  
Spices Board, 'Sugmadha Bhavan'  
N.H.By pass, Palarivattom.P.O Cochin - 682025, Kerala

**Subject: Proposal of Spices Board, Cochin for participation in international Fairs/exhibitions/Food Festivals/meetings etc. during 2018-19.**

Sir,

I am directed to refer to Spices Board's letter No. PUB-EXI/0002/2017/PUBLICITY dated the 6<sup>th</sup> March, 2018 on the subject mentioned above and to convey the approval of the Government of India for the participation of Spices Board in the following events during the year 2018-19 with an estimated expenditure of Rs. 815.00 lakhs. Event- wise approved expenditure and the composition of the delegation for each event are given below;

S. No	Name of Exhibition/ Fair	Date of the exhibition/ Fair	City Region	Approved cost of participatio. Rs.in Lakhs	Justification	Composition of the Delegation
1	Africa's Big Seven	24-26 June 2018	Johannesburg Africa	75.00	South Africa is one of the most stable emerging markets of African countries and there is a substantial potential for trade growth between the two countries.	DoC representative and two Spices Board officials.
2	Malaysian International Food & Beverage Trade Fair (MIFB)	27-29 June 2018	Kuala Lumpur Malaysia	40	MIFB is the largest Food and Beverage Focused Trade event in the country, which offers a platform for the exporters from India to showcase their products to the potential International buyers	Two Spices Board officials
3	Specialty and Fine Food Fair	17-19	Singapore	40	The Fair provides the best platform for	Two Spices Board officials

o/c

	Asia	July 2018			gourmet food producers and purveyors to meet key buyers and decision makers from the retail and wholesale foodservice and hospitality sectors in South Asia.	
4	Fine Food Australia	10-13 Sept.,18	Melbourne Australia	60	Australia is one of the major markets for Indian spices. Annual import volume of spices in Australia shows that there is good market potential for Indian spices, especially value added products like curry powder/ mixes/ spice oils, oleoresins etc. Participation in the Fair essential is essential to increase market share of indian spices.	DoC representative and two Spices Board officials
5	World Food Moscow	17-20 Sept.,18	Moscow, Russia	75	Being an established market, the Fair will be platform for Indian exporters to tap the huge potential of the Russian Market.	Two Spices Board officials
6	SIAL, Paris	21-25 October	Paris, France	105	SIAL, Paris is the largest international market for food products. More than 7500 Exhibitors from France and other countries display their food stuffs. Spices exporters from India could explore this opportunity by participating in the event.	DoC representative and two Spices Board officials
7	Foodex Japan	5-8 March, 2019	Chiba City, Japan	80	FOODEX JAPAN is the Asia's largest exhibition dedicated	DoC representative and two Spices

					on food and drink across Japan and the whole world. During the 4 days of exhibition, about 82,000 buyers from food service, distribution, and trading companies are expected to attend. Participation in the event will be beneficial for the co-participating Indian spice exporters	Board officials
8	Summer Fancy Food Show	1 - 3, July 2018	New York, USA	50.00	Major Spice market for India with 30 % share in Qty and 29% share in value. Participation is essential to increase market share.	Chairman plus 2 Board officials and 1 DoC Representative
9	BIOFACH, Germany.	Feb, 2019	Nuremberg Germany Europe	60.00	Participation is necessary as Biofach is the world's largest trade fair for organic food and agriculture. It is a common platform where organic spices are exhibited.	2 Board Officials
10	Gulf Food Manufacturing	October, 18	UAE	150.00	One of the biggest spice consuming markets for India. India holds 30% of the market share.	2 Board officials
11	Food Ingredients South America (FISA)	August, 18	São Paulo, Brazil, South America	80.00	Participation in the event will be highly remunerative to explore the Latin American Spice market.	2 Board Officials plus 1 DoC Representative
			<b>Total</b>	<b>815.00</b>		

2. Approval for the participation of Spices Board in the above mentioned fairs/exhibitions is subject to the following conditions:-

- i. Exporting companies of FOB value up to Rs.15.00 crore in the preceding year will be eligible for any grant for participation in the events.

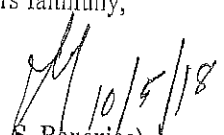


- ii. The expenditure towards these events would be borne out of Funds available under Market Promotion Scheme during the year 2018-19.
- iii. The expenditure should be within the allocation made for the component under the Medium Term Frame work for the year 2018-19 as approved by SFC / Hon'ble CIM and should not be breached under any circumstances.
- iv. The outcomes of participation in these fairs should be monitored and be quantified at the end of the FY in terms of scheme guidelines for MTF . The outcome should also be evaluated in terms of sector specific export performances to the established markets and also in terms of new markets penetrated in quantifiable terms.
- v. The participation of exporters in the Fairs should be broad based. The Board may ensure that the benefits of Market promotion scheme are availed by larger number of exporters rather than a limited number of exporters multiple times and guidelines be devised on number of participation by an exporter in a calendar year.
- vi. Approval of DoC may be obtained for the participation of Chairman and Ministry Official in the approved events at the appropriate time.
- vii. No officer should undertake more than four official visit abroad in a calendar year and for the visit exceeding four by an officer, detailed justification would need to be furnished and such visits may be allowed only in exceptional cases depending on functional necessity. The size of the delegation and the duration of the visit may be kept to absolute minimum.
- viii. The actual period of deputation of the officials would be the duration of the fairs plus two days extra i.e. one day for preparatory arrangements and one day at the end of the fair for winding up.
- ix. The Spices Board will furnish (in the prescribed format) the actual expenditure incurred for participation in fairs/exhibitions during the year.
- x. The hotel accommodation in respect of the officials deputed will be as per the entitlements. However, if the hotel accommodation is booked by the Indian Embassy/Mission , then the expenditure will be as per scales laid down by the Indian Embassy/Mission.
- xi. The officers will be entitled to taxi fare from Airport to Hotel and vice versa on the days of arrival/departure and no other expenditure what-so-ever.
- xii. Spices Board after participation in particular event, will submit an Evaluation Report indicating the trend of growth in export of spices and benefits accrued by participation in the fairs/exhibitions.
- xiii. Other entitlements of the officers during their deputation abroad shall be as laid down by the Ministry of Finance from time to time. Except DA, all other expenditure is subject to production of receipts/actual.




- xiv. The Board will submit the quarterly statements indicating the names of officers, duration and purpose of foreign deputation, number of exporters' participation and expenditure incurred in respect of each event/fair, item wise to Plant-D Section in terms of letter NO. I-34(26)/2007-O&M dated 09.10.2007 of this Department.
- xv. The extant instructions issued by Department of Expenditure on International Travel shall apply and must be followed by the Spices Board scrupulously .
- xvi. Participation in conferences/Seminars/Conventions/Workshops/Study tours/Presentation of papers abroad at Government cost may not be undertaken except those which are fully funded by the Sponsoring/Inviting Organisations, which may be considered keeping in view the public interest and Government business at home.
- xvii. The expenditure should be within the allocation made for the year 2018-19 and shall not be breached under any circumstances
2. Any deviation in the approved expenditure or in the size of the Delegation would require specific approval of this Department.
  3. Entire expenditure on participation in the fairs/exhibitions by the Spices Board would be met out of the Market Promotion Scheme of the Spices Board for the year 2018-19 under the relevant Head of Accounts.
  4. The expenditure on participation in the fairs/exhibitions by the DoC representatives may be met from the relevant budget head of the Department of Commerce.
  5. The DoC representatives shall furnish a report on the outcome of their visit to the Department of Commerce.
  6. This issues with the concurrence of the Finance Division of this Department vide their Dy. No.58/FD/018 Dated 9.5.2018.

Yours faithfully,

  
(M. S. Banerjee)

Under Secretary to the Govt. of India

Copy to :-

1. Finance Division, Department of Commerce.  10/5/18
2. B&A Section, Department of Commerce.

