



SPICES BOARD
(Ministry of Commerce & Industry,
Govt. of India)

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Azadi Ka
Amrit Mahotsav



Embassy of India
Tokyo, Japan



ECONOMIC
DIPLOMACY
DIVISION

Indian Spice Fair

Online Buyer Seller Meet with focus on

Japan

MKT/IBSM/2021-2022

12.03.2022

Sir/Madam,

Sub: Indian Spice Fair- Online Buyer Seller Meet with focus on Japan on 17th March 2022 from 10.30 am to 11.30 am (IST)/ 2.00 pm to 3.00 pm (JST)-reg

Greetings from Spices Board India.

Spices Board (Ministry of Commerce & Industry, Govt. of India) is the flagship organization for the development and worldwide promotion of Indian spices. The Board is an international link between the Indian exporters and the importers abroad. The Board has been spearheading activities for excellence of Indian spices involving every segment of the industry.

India is the largest producer, consumer and exporter of spices of the world and India's spice exports, with a volume of 17,58,985 tons valued Rs.30973.32 crores during 2020-21, scaled the landmark level of 4.1 billion US\$ in value realization, besides recording a growth rate of 37% in volume, 16% in rupee terms and 11% in dollar terms of value over the previous year, despite the global pandemic. Further, the Indian spice industry aims at achieving an export target of 4.8 billion US\$ in FY 2021-22.

The cultural and economic relation between India and Japan are rooted in history. Japan continues to be one of the most trusted partners of India in both strategic and economic spheres. The bilateral trade between the countries are steadily increasing over the years. India, on an average exports 8248 MT of spices to Japan annually, valued Rs.324.12 Crores, which accounts 1% in volume and 2% in value of India's total spice exports.

With a view to further promote the export of Indian spices to Japan, Spices Board in association with Embassy of India, Tokyo, Japan is organizing the Indian Spice Fair- Online Buyer Seller Meet with focus on Japan on 17th March 2022 from 10.30 am to 11.30 am (IST)/ 2.00 pm to 3.00 pm (JST) through virtual platform by including the Indian Spice exporters, leading importers in Japan, trade associations, chambers of commerce, leading super market chains /departmental stores etc.

All exporters are cordially invited for the BSM so as to explore the possibilities to establish effective business linkages. Interested exporters may register for the program using the link given below:

<https://forms.gle/pWQccWo2rYeYLRsW8>

The program link will be shared with interested exporters after registration.

Sd/-

Director (Marketing)

Hindi version follows:

