



भारत सरकार
वाणिज्य एवं उद्योग मंत्रालय
वाणिज्य विभाग
उद्योग भवन, नई दिल्ली-110011

Government of India
Ministry of Commerce & Industry
Department of Commerce
Udyog Bhawan, New Delhi-110011
<http://commerce.gov.in>

S. Suresh Kumar
Joint Secretary
Tel. 23061818

K-34011(11)/14/2017-FT LAC (3097206)

Dated the 7th February, 2020

Dear, *all,*

I am happy to share with you that that Federation of Indian Chambers of Commerce & Industry (FICCI) is organizing the 1st edition of Namaskar Pacific Alliance during 24-26 February, 2020 at the Bogota Chamber of Commerce & Industry, Bogota, Colombia in partnership with the Ministry of Commerce & Industry, Indian Mission and their MoU partners in Colombia. This would also be supported by leading industry associations, investment bodies and other stakeholders from the Pacific Alliance countries with industry participation from all these countries.

2. The Namaskar Pacific Alliance event would focus on facilitating active engagement between business communities of India and the Pacific Alliance region with the following components:

- i. Business Exhibition
- ii. Sectoral Round Tables on focus Sectors: Agriculture & Food processing, Ayurveda, Infrastructure, IT & ITES, Chemicals & Plastics, Printing & Packaging, Medical & Healthcare, Ayurveda, Textiles, Renewable Energy, Tourism & Entertainment, Automobile & Auto components and more.
- iii. B2B and B2G Meetings

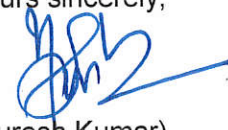
3. The Pacific Alliance (a block of Chile, Colombia, Peru and Mexico) comprises a total population of 214 million with average per capita income of US\$ 10,000 and holds considerable business potential that needs to be explored. India's trade with the Pacific Alliance accounts for nearly 40% of its trade with Latin America and has been growing rapidly.

4. The initiative by FICCI would serve as a platform for promoting trade, investment, joint ventures and strategic market tie-ups etc. It would be an ideal opportunity to showcase the initiatives of your Council and the products and services of your members.

5. I request you and the members of your organization to consider participation in the Namaskar Pacific Alliance Exhibition and Business Forum scheduled during 24-26 February, 2020 at Bogota, Colombia. Further, you may get in touch with Ms. Manisha Sachdeva, Deputy Director, International Division- Latin America & Caribbean region, FICCI, New Delhi, Tel No. 23487293 who is the coordinator on the part of FICCI.

Kind regards

Yours sincerely,



(S. Suresh Kumar)

To

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