

SPICES BOARD INDIA

**MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA,
SUGANDHA BHAVAN, PALARIVATTOM
KOCHI-682 025, KERALA**

EXPRESSION OF INTEREST

Spices Board India is the flagship organization for the development and worldwide promotion of Indian spices. The board has been spearheading activities for excellence of Indian spices involving every segment of the industry. The board is an international link between the Indian exporters and importers abroad.

Spices Board participates in various international fairs for trade promotion. The Board is participating in World travel market which is scheduled to be held from 3-6th November 2014 in London, England with the objective to promote tourism exploring Spice tourism. World travel market is the leading global event for the travel industry. It is a unique opportunity for the global travel trade to meet, network, negotiate and conduct business.

Spices board invites tour operators who would like to be part of the World travel market, 2014 promoting Spice tourism packages. Being known as land of Spices, we envisage potential in promoting Spice tourism which may culminate in trade promotion for Indian Spices.

Interested tour operators should apply to Spices Board in the format (as given in Annex 1) on or before 24/9/2014, 5.00 pm. The Expression of Interest in a sealed cover superscribed as **Expression of Interest for World Travel Market** may be sent to the following address

Mr. NARESH V S
ASST. DIRECTOR
Spices Board, Sugandha Bhavan
NH Bye Pass, Cochin - 682 025, Kerala

Instructions to Tour operators

- Tour operator registration details along with experience in handling tour packages has to be attached along with expression of interest
- Selection of the tour operators will be based on innovative Spice tourism packages on offer (packages may be related to culinary tourism, spices park tourism, gastronomy tourism, spices plantation tourism or any tourism packages that can attract food lovers)
- Detailed packages and itinerary offered should be submitted along with the Expression of Interest (Permission for visit in packages involving visit to Board's facilities will be given by Spices Board)

- Spices Board will only provide platform (without any participation fee) for the tour operators for promoting Spice tourism packages during the World Travel Market, 2014. All the expenses related to Boarding and Lodging has to be taken care by individual tour operators. No expenses of any form will be reimbursed by Spices Board.

- Board reserves the right to select or reject any expression of interest without any prejudice

Annex 1

EXPRESSION OF INTEREST

Sl. No		Details
1	Name of the tour operator	
2	Registration no	
3	No of planned packages(attach the detailed itineraries)	(Eg:culinary tour package,Spices plantation tour package etc)
4	Any suggestions(You may attach additional papers)	

Signature

(along with address)