



SPICES BOARD

(Ministry of Commerce & Industry Govt. of India)

Sugandha Bhavan

N.H.By-pass

P.B.No. 2277

Palarivattom P.O.

Kochi - 682 025, India

स्पाइसेस बोर्ड

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

सुगन्ध भवन

एन.एच.बाईपास

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पालारिवट्टम पी.ओ.

कोच्ची - 682 025, भारत

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Circular

Sub: Exhibition-cum-Sale at India's 8th Trade Policy Review (TPR), at World Trade Organisation (WTO) Geneva, Switzerland from 21st to 23rd July 2026 – Reg.

With reference to the subject, India's 8th Trade Policy Review (TPR) is scheduled to be held at the World Trade Organization (WTO), Geneva, Switzerland, from **21 to 23 July 2026**. The TPR is a prestigious exercise conducted once every five years, providing a unique opportunity to showcase India's best practices and achievements in trade and commerce before the global community.

In this connection, the Permanent Mission of India (PMI), Geneva, in coordination with the Trade Negotiations Multilateral (TNM) Division of the Department of Commerce, Ministry of Commerce & Industry, Government of India, has proposed to organise an exhibition at the WTO Atrium, the central common area of the WTO Headquarters, during the review period. The exhibition will serve as a distinguished international platform to showcase India's unique regional handicrafts; textiles, agricultural products, and the country's renowned spice products. The authorities have also requested the Spices Board to establish an **Indian Spice Experience Zone** within the exhibition space allotted to the Board, where visitors can experience the diversity and richness of Indian spices through tasting and interactive displays.

It may be noted that, the WTO is offering the space for the member nations to enrich the program, subject to the condition that the exhibition is of the highest quality and standard, and all exhibition-associated arrangements and expenditures to be borne by the respective member nations.

Accordingly, the Spices Board invites Expressions of Interest (EOIs) from eligible and interested stakeholders who are willing to participate in the event by travelling to Geneva and undertaking the responsibility of representing Indian spices and organising the Indian Spice Experience Zone within the space allocated to the Board.

The interested stakeholders are requested to express their interest via reply email to publicity.sb-ker@spicesboard.gov.in and mark a copy to basisth.jha@spicesboard.gov.in not later than 7th June 2026, 5.30 pm. The selection of the stakeholder will be in 'first come first served' manner and preference will be given to valid schengen Visa holders.





Director Marketing