



MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA

Ref: 999/M-DAG/SD/7/2010

Jakarta, 21 July 2010

Dear Sir/Madam:

**Re: Invitation to the 25th Trade Expo Indonesia (TEI)
and the 5th Pameran Pangan Nusa (Food Exhibition),
13 - 17 October 2010**

I am pleased to inform you of the upcoming Trade Expo Indonesia (TEI) and *Pameran Pangan Nusa* (Food Exhibition) which will be held on 13 - 17 October 2010 at The Jakarta Fair Ground, Kemayoran, Jakarta. This will be the 25th Trade Expo Indonesia (TEI) with the theme "*Serving The Global Market*", and sub-theme "*Indonesia Is Remarkable*".

The Trade Expo Indonesia has become one of the major gateways for introducing Indonesian superior products into global market, and opportunity for international buyers to see a showcase of high quality and competitively-priced product such as textile and garments, jewelry and apparel accessories, cosmetics, fashion, agriculture, forestry and fishery, food and beverages, sports, chemicals, rubber, paper, electronics, automotive and spare parts, household, glassware and giftware, herbal, cocoa, coffee, furniture, handicraft, essential oils, and many other items.

Last year's Expo has achieved a great success. Transactions reached a record of US\$ 285,4 million, an increase of US\$ 71,23 million from year 2008. About 780 Indonesian exporters showed their best products at the Expo and attracted 7,914 buyers from all over the world. The growing transactions and number of visitors has been very encouraging from year to year, an indication of international acknowledgement of the quality and design of our excellent products.

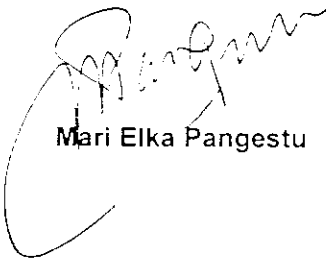
In this year's Expo, we will also hold the 5th *Pameran Pangan Nusa* (Food Exhibition). PPN is an exhibition of Indonesian culinary products and processed food with international standard and new innovations. PPN will show various Indonesian processed food and culinary products based on marine and aquatic resources.

I am writing this letter to seek your support to disseminate the information about the Expo to the business community in your home country.

More detailed information can be obtained by visiting our website: <http://tradexpoindonesia.com>, or by email to astri_psi@yahoo.com. My staff in NAFED (National Agency For Export Development) would be happy to provide information and to respond to any queries directed to them.

I look forward to welcoming your delegation of importers and buyers to the Expo, and to see enhancement of trade and investment activities between our two countries.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mari Elka Pangestu', written in a cursive style. The signature is positioned above the printed name.

Mari Elka Pangestu