



FEDERATION OF INDIAN EXPORT ORGANISATIONS

(Set up by Ministry of Commerce, Government of India)

फेडरेशन ऑफ इंडियन एक्सपोर्ट आर्गनाइजेशन्स
(वाणिज्य मंत्रालय, भारत सरकार द्वारा स्थापित)

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FIEO/MRD/6(34)/2024-25

17th December 2024

Dear Smt. Jain,

3rd SOURCEX INDIA

Yashobhoomi, New Delhi, India

26 – 28 March 2025

Greetings from FIEO!

At the outset I would like to compliment you for your sincere efforts in promoting bilateral trade and economic cooperation between India and Romania.

As you are aware that the Federation of Indian Export Organisations (FIEO) is the apex trade promotion body of India set up by the Ministry of Commerce, Govt. of India in 1965. In its endeavour to promote India's international trade, FIEO organizes various mega trade promotion activities and events in India and across the globe.

ABOUT THE SHOW

In alignment with the Government of India's vision to boost international trade, FIEO proudly launched "SOURCEX INDIA" exhibition in 2023, followed by a highly successful second edition in 2024. Building on this legacy, we are excited to announce the **3rd edition of SOURCEX INDIA**, scheduled to take place from **March 26 – 28, 2025**.

SOURCEX INDIA has established itself as a premier marketplace for Indian brands aspiring to go global, encompassing both food and non-food Fast-Moving Consumer Goods (FMCG) as well as services. The upcoming 2025 edition aims to bridge the gap between international buyers and leading Indian suppliers, offering a platform to launch Indian brands on the global stage. Additionally, the event will highlight select Indian services with strong potential for international franchising.

At 3rd **SOURCEX INDIA 2025**, over 200 reputed Indian brands will be showcased, providing foreign buyers with an exclusive opportunity to network with high-quality Indian suppliers of branded products and services. This carefully curated event is designed to connect foreign buyers with suppliers from key sectors, fostering impactful business partnerships.

THE SECTORS

GOODS	SERVICES
<ul style="list-style-type: none">• Food & Beverages• Health & Beauty• FMCG & FMCD• Apparels & Garments• Textiles & Home Decore• Toys & Children Products• Sports & Fitness• Stationary & Office Supplies	<ul style="list-style-type: none">• E-Commerce Services• Education & Skill Training• Entertainment• Food Services & QSR• Leisure & travel• Professional Services• Logistics

DELIVERABLES TO HOSTED FOREIGN BUYERS (one person per company)

- Reimbursement of Economy Class Air Ticket (as per prescribed upper limit)
- Two Nights Hotel Stay in New Delhi with Airport Transfers (3N for NAFTA & LAC).
- Access to the Expo, Business Networking.

Note: As per the latest directions, applications from Indian passport holders for participating under Hosted Buyer program will not be considered.

The foreign buyers will be requested to provide their requisite details by registering online at www.surveyhero.com/s/3rdSourcecx.

*The last date to register for the hosted buyer program is **30th January 2025**.*

Once the international buyer has registered, application will be reviewed by the screening committee and the final decision will be informed to them on their registered email Id.

To ensure companies/buyers related to above targeted sectors participate, we would request you to kindly disseminate the information regarding the event amongst the prominent buyers, owners/procurement heads, importers, buying houses etc. in the country looking to source Indian products. Alternatively, share the contact list of such buyers who can be invited.

Attached with this email is a banner of the show which can also be placed in the homepage of the mission's website. The banner may be hyperlinked to the official buyer registration link provided above. (www.surveyhero.com/s/3rdSourcecx)

For any further information, please feel free to connect with our team Mr. Vishva Shah, Assistant Director, FIEO on WhatsApp: +91 8586877982, or email vishvaditya@fieo.org, ashishjain@fieo.org.

Thanking you,

Yours sincerely,



Dr. Ajay Sahai
Director General & CEO

H.E Smt. Manika Jain
Ambassador
Embassy of India
Romania