

April - June 2016

e-APEX UPDATE



एपीडा
APEDA

SHOWCASING INDIA FOOD PRODUCTS



TABLE OF CONTENT

3

Ready to Eat Products - A Great Opportunity for Indian Exporters

7

Commonwealth of Independent States (CIS): Time to Invest in Long Term Partnerships

12

APEDA's Participation in International Trade Fairs

21

Outreach Programmes Organised by APEDA

27

Sensitization Programme on Agriculture Products

30

Training on Chillies and Ginger Under the Cluster Development Programme

35

Buyer Seller Meet with Importers of Fresh Fruits and Vegetables in Nepal During "Mini India Show"

39

AAHAR 2016 for Food Enthusiast

Ready to Eat Products - A Great Opportunity for Indian Exporters

Ready-To-Eat (RTE) products, also called as Convenience Food or Tertiary Processed Food, that are commercially prepared (often through processing) to optimize ease of consumption and are easily portable with a good shelf life. Types of RTE foods can vary by country and geographic region. These products are often sold as hot, ready-to-eat dishes; as room-temperature, shelf-stable products; or as refrigerated or frozen food products that require minimal preparation (typically just heating). RTE foods have also been described as foods that have been created to "make them more appealing to the consumer".

Indian Market

Ready to Eat (RTE) food was introduced in India originally in 1987, but the concept failed initially. With changing consumer behavior due to various factors such as increasing income levels and hectic lifestyle, these products are gaining popularity. In comparison to domestic market, demand for Indian RTE food products is more in the global market. Players earn a significant share of their revenue via

exports. According to a recently published report by TechSci Research "India Ready-to-eat Food Market Forecast and Opportunities, 2019", the country's ready-to-eat (RTE) food market is projected to grow at a CAGR of around 22% during 2014-19.

Major drivers of RTE products include (a) Rapid Urbanization, (b) Income and Consumption Growth, (c) Increase in Population Working Women and (d) Convenience. Marketing through advertisements with innovative promotional techniques, Exhibitions and events, High focus on export, Retailers going for private label RTE Meals, Frozen RTE Products are other drivers.

Players of RTE are: Aashirwaad, Amul, Bambino, Britannia, Dabur, Defence Research Development Organization, Elite, Gits, Haldiram, ITC, Knorr, Kohinoor Foods, Mc Can Foods, Mothers Recipe, MTR, Priya, Safal, Saffola, Tasty Bites and etc. Apart from this there are various local brands playing in the market which makes the availability of convenience food readily available.

Categories of RTE	Products Available
Breakfast Mixes	Rawa Idli, Plain upma, Dosa batter,etc
Main Course Mixes and Frozen	Panner Makhani, Paneer(Frozen), Jollof Rice, Jeera Rice, Paneer Kashmiri Rajma, Jasmine Rice, Dal Tadka, Aloo Methi, Insta Nutro Cereal Mix(Bisibele Bath),Pre-Cooked Dehydrated Pulav Mix, Khichdi Mix, Dal Curries, Dehydrated Spiced Mutton Keema, Dehydrated Mutton Pulav, Noodles etc
Sweet Mixes and Frozen	Gulab jamun, Badam Milk, Rasmalai (Frozen), Kajoo Roll, Dry Petha, Moti Chur Ladoo, Badam Barfee, Lassi, Halwa, Mango Shake, etc
Snack Mixes and Bakery	Aloo Tikki (Frozen), Frozen Samosa, Pav Bhaji, Biscuits, Cakes, Dry fruits (Cashews), Snack bars, etc





Food Processing sector of India

RTE products come under Food processing sector. This sector is huge in terms growth production, growth, consumption, and export. India's food processing sector covers fruit and vegetables; spices; meat and poultry; milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups like confectionery, chocolates and cocoa products, soya-based products, mineral water, high protein foods etc.

India's export of Processed Food in 2014-15 was Rs. 31563.43 crores, which includes the share of products like Mango Pulp (Rs. 841.39 crores), Dried and Preserved Vegetable (Rs. 847.11 crores), Other Processed Fruit and Vegetable (Rs. 2,569.93 crores), Pulses (Rs. 1,209.51 crores), Groundnuts (Rs. 4,675.35 crores), Guargum (Rs. 9,480.00 crores),

Jaggery & Confectionary (Rs. 1,161.81 crores), Cocoa Products (Rs. 848.62 crores), Cereal Preparations (Rs. 3,038.79 crores), Alcoholic and Non-Alcoholic Beverages (Rs. 2,231.58 crores) and Miscellaneous Preparations (Rs. 2,437.77 crores). Source: DGCIS

RTE Demand in United Arab Emirates

Positive economic development is resulting the influx of foreign expatriate workers and capital into UAE. In 2015, the country also benefited from the world's opening up towards Iran due to its strategic geographical position. A variety of companies are existing in UAE and expanding their operations. Hypermarket and supermarket chains such as Carrefour, Spinneys, Lulu and Union Coop are expanding rapidly which is accounting the bulk in sales of RTE products.

Trends in Volume and Value of RTE Exports from India to United Arab Emirates



Source: Zauba Technologies and Data service Pvt Ltd

India's total export of ready to eat foods to United Arab Emirates from Jan 2014 to April 2016 is estimated at USD 719,741. RTE food registered a good growth in recent years, as the country witnessed a successful recovery from the devastating impact of the economic crisis in 2008/2009, leading to a strong influx of new expatriates as well as returning expatriates who had to leave the country during the economic downturn. Government has imposed price caps support on the value added products which increased the production of RTE.

RTE Demand in Saudi Arabia

RTE food registered a strong performance in 2015 both in value and volume. The growth mainly happened because of investment in advertising via all media. The local players gave a tough competition to the international players in areas such as dairy products, rice, pasta, oils and fats and they met with the customer satisfaction by providing high quality products at reasonable price.

Trends in Volume and Value of RTE Exports from India to Saudi Arabia



Source: Zauba Technologies and Data service Pvt Ltd

India's total export of ready to eat foods to Saudi Arabia from Feb 2014 to March 2016 is estimated at USD 138,299. Increase in female employment drives growth of RTE products. Digital communication is becoming more handy. Health consciousness is growing but impact is on for some categories. Grocery retail is also showing growth

RTE Demand in United States of America

There is an inclination towards the 'snackification' because consumers face busier schedules and are increasingly pressed for time. Traditional sit down meals are evaporating and are replaced by portable snacks which are easy eat on the go. This trend has impacted new product launch and indulged the manufacturers to produce snack based foods. Clean label claims are tracked on nearly a quarter of all food and beverage which launches, with manufacturers increasingly highlighting the naturalness and origin of their products. However, with growing concerns over the lack of a definition for "natural," there is a need for more clarity and specific details. "Natural" has become synonymous with "healthy," and highly processed foods have fallen out of favor. Consumers, retailers, industry and regulators are all driving more transparency in labeling. Internet retailing also continues to grow rapidly, as consumers look to save time by shopping online. Many large grocery retailers made major investments in ecommerce in 2015, in anticipation of a dramatic shift to internet retailing in the coming years.

Trends in Volume and Value of RTE Exports from India to United States of America



Source: Zauba Technologies and Data service Pvt Ltd

India's total export of ready to eat foods to United States from Jan 2014 to April 2016 is estimated at USD 16,485,694. The year 2015 saw several major mergers and acquisitions, which dramatically changed the landscape of the overall market. The coming years are likely to see more mergers and acquisitions, with participating companies and private equity firms expressing a desire for more movement.

RTE Demand in Germany

Growth of RTE food in Germany as retail value sales of packaged food continued to show considerable growth. High consumer confidence towards the private label is the driver of growth of RTE. Strong performance of packaged food is expected.

Trends in Volume and Value of RTE Exports from India to Germany



Source: Zauba Technologies and Data service Pvt Ltd

India's total export of ready to eat foods to Germany from Jan 2014 to April 2016 is estimated at USD 222,467. Snacking trend impacts RTE food in Germany. Retailers are looking for improved margin and better revenue. Freshness trend is increasing on RTE.

Conclusion

Export of RTE foods from India has been growing at a healthy rate. Bulk of the exports are targeted at the Indian diasporas spread across the world. These could be a very good market to begin. As Indian cuisines become popular in the Western World through restaurants and specialty stores and increased awareness through trade fairs and exhibitions, the demand for RTE foods would move beyond the Indian consumers. Thus, the RTE segment of the food business is a very attractive segment for every progressive manufacturer. APEDA is ready to support every aspiring exporter in reaching out to new markets.

Courtesy: Some of the inputs for the article are sourced from Euromonitor

Disclaimer: The data on RTE exports from India to several countries is an indicative estimate only. These are estimates arrived at based on HS code series starting with 21,20,19 and 17

Commonwealth of Independent States (CIS): Time to Invest in Long Term Partnerships

Commonwealth of Independent States (CIS), Russian Sodruzhestvo Nezavisimykh Gosudarstv, is a free association of sovereign states formed in 1991 by Russia and 11 other republics that were formerly part of the Soviet Union. The CIS coordinates its member's policies regarding their economies, foreign relations, defense, immigration policies, environmental protection, and law enforcement. An aggregate GDP estimation shows that CIS economy decreased at the end of 2015 by 3.0 percent. With the decreased in percentage of GDP, CIS entered into recession.

Armenia- Economic growth in Armenia slowed to 3.0 percent in 2015. This happened mainly due to the recession in Russia, which is Armenia's main trading partner as well as its major source of payment. Nevertheless, agriculture will continue to be a main driver of growth.

CIS, GDP Data (Annual variation in %)					
	2011	2012	2013	2014	2015
Armenia	4.7	7.2	3.3	3.5	3.0
Azerbaijan	0.1	2.2	5.8	2.8	1.1
Belarus	5.5	1.7	1	1.7	-3.9
Georgia	7.2	6.4	3.4	4.6	2.8
Kazakhstan	7.2	4.6	5.8	4.1	1.2
Kyrgyzstan	5.9	0.9	10.9	4.0	3.5
Moldova	6.4	-0.7	9.4	4.6	-0.5
Russian Federation	4.3	3.5	1.3	0.7	-3.7
Tajikistan	7.4	7.5	7.4	6.7	6.0
Turkmenistan	14.7	11.1	10.2	10.3	6.7
Ukraine	5.5	0.2	0.0	-6.6	-9.9
Uzbekistan	8.3	8.2	8.0	8.1	8.0

Source: www.focus-economics.com

APEDA scheduled products export to Armenia

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Buffalo Meat	2,746.00	6,285.54	Buffalo Meat	2,570.00	5,555.66
Cucumber and Gherkins (Prepd. & Presvd)	156.61	58.4	Cucumber and Gherkins (Prepd. & Presvd)	230.98	110.81
Non Basmati Rice	104.52	26.96	Mango Pulp	111.6	49.92
Cereal Preparations	38.35	23.67	Non Basmati Rice	128.8	30.67
Groundnuts	22	16.95	Jaggery & Confectionery	48	14.57

Buffalo Meat showed a growth in both value and quantity terms.

Source: DGCIS Annual Export

Azerbaijan: Azerbaijan is a fuel exporter. The country is likely to face a challenging 2016 due to low crude oil price environment and its consequent impact on government finances. Export shrunk almost 50 percent and GDP growth did not show a good result.

APEDA scheduled products export to Azerbaijan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Buffalo Meat	7,127.00	15,561.99	Buffalo Meat	8,927.00	18,596.58
Basmati Rice	10,272.00	7,430.71	Basmati Rice	14,063.88	11,865.01
Non Basmati Rice	1,096.00	602.03	Dairy Products	141	329.1
Cucumber and Gherkins (Prepd. & Presvd)	416.16	162.56	Non Basmati Rice	273	145.04
Miscellaneous Preparations	39.59	50.36	Miscellaneous Preparations	73.6	132.04

Source: DGCIS Annual Export

Export from India decreased as Azerbaijan's economic growth declined.

Belarus: The economy contracted in 2015. There is a sharp decline in domestic demand. The weak domestic dynamics and external headwinds are expected to cause the GDP to contract for the second consecutive year in 2016.

APEDA scheduled products export to Belarus

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Non-Basmati Rice	4,340.50	1,203.06	Non-Basmati Rice	3,420.10	995.05
Groundnuts	362	214.99	Groundnuts	546	352.94
Cucumber and Gherkins (Prepd. & Presvd)	230.34	97.03	Fresh Grapes	342	211.51
Guargum	28.02	48.65	Cucumber and Gherkins(Prepd. & Presvd)	495.31	196.31
Fresh Grapes	41.49	36.9	Guargum	50	113.82

Source: DGCIS Annual Export

Non-Basmati rice showed an impressive growth both in volume (26%) and value terms (20%) in 2014-15 over 2013-14.

Georgia: External headwinds have affected the economy of Georgia's economy from last year and resulted the GDP growth rate to expand at its slowest pace. An improving business climate and a number of infrastructure projects that are in queue should support the economy this year.

APEDA scheduled product exports to Georgia

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Basmati Rice	13,811.00	9,725.67	Basmati Rice	15,838.60	13,161.31
Buffalo Meat	2,945.00	6,071.32	Buffalo Meat	4,511.00	8,553.96
Non Basmati Rice	3,752.20	1,055.65	Dairy Products	425.03	914.07
Cucumber and Gherkins (Prepd. & Presvd)	1,506.20	635.39	Non Basmati Rice	2,048.20	754.22
Groundnuts	898	610.95	Groundnuts	1,117.00	726.7

Source: DGCIS Annual Export

Exports of APEDA scheduled products from India to Georgia during 2014-15

Kazakhstan: GDP data shows a weakness in domestic demand. GDP expanded by 1.2 percent in 2015 as compared to 4.1 percent in 2014. The economic growth weighed down by the domestic demand.

APEDA scheduled products export to Kazakhstan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Cucumber and Gherkins (Prepd. & Presvd)	1,289.14	558.87	Buffalo Meat	225	527.37
Non-Basmati Rice	840	227.31	Cucumber and Gherkins(Prepd. & Presvd)	1,144.68	434.52
Jaggery & Confectionery	54.7	180.81	Guargum	80	145.82
Guargum	48	69.86	Miscellaneous Preparations	56.07	111.52
Groundnuts	114	62.28	Other Processed Fruits & Vegetables	155.12	55.57

Source: DGCIS Annual Export

Overall trend has been a decline in exports from India, although Cucumber and Gherkins showed an increase in both volume and value terms.

Kazakhstan: The outlook is bleak as the economy is vulnerable to potential disruptions in mining production and ongoing weakness in the Russian economy.

APEDA scheduled products export to Kyrgyzstan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Non Basmati Rice	541	162.27	Buffalo Meat	28	48.1
Buffalo Meat	56	92.25	Basmati Rice	22	11.12
Basmati Rice	64	47.26	Cocoa Products	0.06	0.53
Miscellaneous Preparations	1.45	13.93	Miscellaneous Preparations	0.08	0.07
Floriculture	1.3	1.77	Non Basmati Rice	0.05	0.05

Source: DGCIS Annual Export

Although on a smaller base, exports of agro products from India to Kyrgyzstan showed a healthy growth compared to the other countries under CIS.

Moldova: A decrease in the private consumption weighed heavily on the economy. Production related data shows that there was a severe drought last year and had a negative impact on agriculture.

APEDA scheduled product of Export to Moldova

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Non-Basmati Rice	2,984.00	752.22	Non-Basmati Rice	949.6	252.16
Fresh Grapes	68	56.72	Buffalo Meat	140	240.25
Groundnuts	37	24.93	Other Processed Fruits & Vegetables	19	15.67
Other Processed Fruits & Vegetables	13.06	9.85	Basmati Rice	12	10.54
Other Fresh Fruits	0.01	0.02	Jaggery & Confectionery	15.01	8.68

Source: DGCIS Annual Export

Non- Basmati rice registered an impressive volume growth in 2014-15 as compared to the previous year.

Russia: It is the bell weather of CIS region. Russian economy suffered due to a combination of low crude oil prices and international sanction leading to a sharp depreciation in Russian currency (ruble). GDP decreased by 3.7 percent in 2015. Domestic demand declined sharply as a result.

APEDA scheduled products export to Russia

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Guargum	15,925.31	26,498.29	Guargum	10,970.50	30,067.14
Cucumber and Gherkins (Prepd. & Presvd)	55,109.64	23,449.56	Fresh Grapes	24,503.00	22,663.55
Non-Basmati Rice	79,032.00	19,671.90	Cucumber and Gherkins (Prepd. & Presvd)	57,828.40	21,204.60
Fresh Grapes	12,625.78	11,372.30	Non-Basmati Rice	53,757.00	13,501.42
Groundnuts	15,618.50	10,611.76	Dairy Products	3,120.66	6,716.39

Source: DGCIS Annual Export

Guargum grw in volume and value terms while the rest showed a decline. Depreciation of Ruble is one of the key reasons for the decline in imports.

Tajikistan: The country is suffering from the effects of recession in Russia. Loss of revenues from export and payment is affecting the economy. A combination of downturn in Russia's economy and the mismanagement of the banking crisis is threatening the country's stability. Policy makers are likely turn to an expansionary policy in order to support growth.

APEDA scheduled products export to Tajikistan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Buffalo Meat	5,101.00	9,050.32	Buffalo Meat	3,986.50	6,767.32
Jaggery & Confectionery	120.29	109.94	Jaggery & Confectionery	47.28	81.89
Basmati Rice	21	13.07	Poultry Products	55.55	52.94
Miscellaneous Preparations	0.99	3.02	Non Basmati Rice	131.83	32.26
Floriculture	1.72	2.78	Floriculture	5.68	10.82

Source: DGCIS Annual Export

An impressive growth in buffalo meat and jaggery & confectionery exports from India to Tajikistan is seen in 2014-15 over 2013-14.

Turkmenistan: The country is trying to diversify its export market. The GDP at the end of 2015 grew 6.7 percent, i.e. 3.5 percent less than previous year.

APEDA scheduled products export to Turkmenistan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Buffalo Meat	19,160.00	30,161.53	Buffalo Meat	7,838.00	11,359.75
Groundnuts	57	40.39	Non Basmati Rice	1,520.00	407.51
Non Basmati Rice	67	24.43	Basmati Rice	115	99.18
Miscellaneous Preparations	15.04	15.72	Pulses	48	25.01
Basmati Rice	24	13.54	Guargum	4.25	14.74

Source: DGCIS Annual Export

The energy-rich country is looking to expand trading ties with Europe and other markets. Additionally, construction of the important 1,700 km TAPI pipeline that will stretch across four countries and connect Turkmenistan's vast gas reserves with India, began in early March following its official inauguration in December. Agriculture commodities export from India to Turkmenistan showed a mixed trend in 2014-15.

Turkmenistan: The economy is expected to rebound this year as consumption and investment recover from last year's sharp fall.

APEDA scheduled products export to Ukraine

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Non-Basmati Rice	40,635.20	10,934.57	Groundnuts	12,576.52	9,438.79
Groundnuts	9,989.55	6,915.27	Fresh Grapes	4,453.97	3,629.14
Fresh Grapes	1,374.00	1,145.05	Non-Basmati Rice	12,003.80	3,175.97
Other Processed Fruits & Vegetables	1,576.65	1,102.76	Other Processed Fruits & Vegetables	1,943.68	1,284.04
Dried & Preserved Vegetables	545.1	647.84	Cucumber and Gherkins(Prepd. & Presvd)	2,353.74	1,072.22

Source: DGCIS Annual Export

Exchange rate stability and a reduction in military clashes have led to a broad-based stabilization in the economy, although dynamics are still weak. Non-basmati rice exports from India grew impressively in 2014-15.

Uzbekistan: Economy expanded by 8.0 percent in 2015. External economic headwinds from Russia caused drop in export of goods and services, but did not affect the economy.

APEDA scheduled products exports to Uzbekistan

Quantity in metric tonnes; Value in Rs. Lakhs					
Product	Quantity (2014-15)	Value (2014-15)	Product	Quantity (2013-14)	Value (2013-14)
Buffalo Meat	1,563.00	3,017.21	Buffalo Meat	2,456.00	4,348.72
Albumin(Eggs & Milk)	13.01	36.86	Jaggery & Confectionery	2.21	5.05
Other Processed Fruits & Vegetables	12.02	30.33	Miscellaneous Preparations	0.29	1.13
Miscellaneous Preparations	5.37	17.03			
Cucumber and Gherkins(Prepd. & Presvd)	28.94	10.29			

Source: DGCIS Annual Export

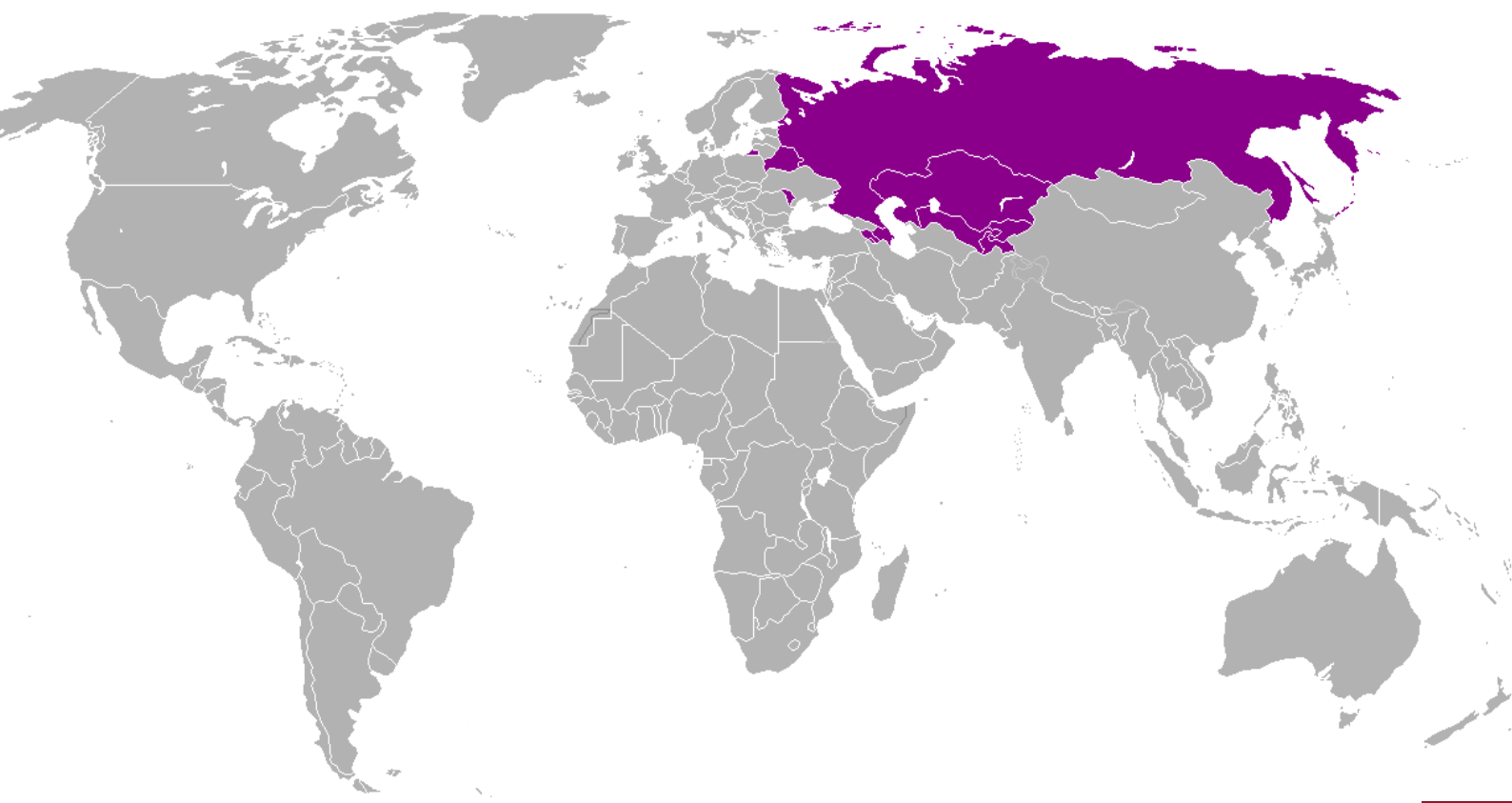
Government spending is expected to remain strong this year. However, weak external demand, particularly from Russia and Kazakhstan, will cause the economy to slow down.

Conclusion:

CIS economy is battered by external shocks, mainly commodity price declines and weakening of Russian Ruble consequent to sanctions. As a result, economic activities deteriorated in 2015. CIS group of countries experienced economic downturn in 2009 due to Global Financial Crisis.

Commodities, especially crude oil and natural gas play an important role in the CIS economies. Recent recovery in global crude oil prices bodes well for the region’s oil producers. The economy will try to overcome the painful contraction of 2015 and is expected to gradually expand in the coming years.

Sanctions provided Indian exporters with a strategic entry opportunity to demonstrate their capability in serving the food requirements of Russia. It is important that India builds its presence post-sanctions. A joint efforts by both the industry and APEDA in understanding these markets is the way in serving them better.



APEDA at Fruit Logistica - 2016 Berlin, Germany

Berlin, Germany has transformed itself over the past ten years in the field of agriculture, and is very efficient while fostering a wide variety of gardening and agriculture projects within the city



Fruit Logistica which is held in Germany every year covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain. It offers superb networking and contact opportunities to important decision-makers in every sector of the industry. It is the leading trade show for the International fresh produce trade offering the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present their products across the entire added-value chain, from growing to the point-of-sale.

During this event fresh produce companies from across the globe will participate and make their presence viable. The key features of Fruit Logistica included focused appeal to target groups and maximum effectiveness with technical expertise required for the logistics and handling fruit and vegetables at the point-of-sale in the retail sector.

In 2016 Fruit Logistica was held in Berlin for a period of three days from the 3rd to 5th of February 2016, at Messé, more than 70,000 trade visitors from 130 countries were in Berlin to view the full spectrum of products and services across the entire fresh produce value chain.

Over 2,785 exhibitors from 83 countries from across the entire fresh produce value chain participated in the event including global players as well as small and medium-sized suppliers. During this year's FRUIT LOGISTICA, there were 70,000 visitors from 130 countries visited the Trade fair, Visitors per country included Europe (72%), The Americas (12%), Africa (8%), The Middle East (5%) and Asia (3%).

The Agricultural and Processed Food Products Export Development Authority (APEDA) had a pavilion for its showcase products for Fruit Logistica 2016 fair held at and the responsibility of designing, fabricating and managing the India pavilion during the trade show was given to M/S Trident Exhibition Pvt Ltd.

The APEDA pavilion was managed by, Mrs. Samidha Gupta, Assistant General Manager, and Mrs. Rekha Mehta EO (EDP).

At the end of this event feedback was received and the outcome of the feedback registered serious business enquiries from the buyers.

The products displayed at the India Pavilion under fresh fruit category included Pomegranate, Mangoes, different varieties of bananas and Table Grapes and in the vegetable category Potatoes, Okra, Onions, Corn etc. were showcased. Apart from fresh fruits and vegetables some freeze dried vegetables and boiled ready to eat vegetables were also in display.

Fruit Logistica provided Indian companies in fruit and vegetable trading an opportunity to present their wide range of product and services to buyers from all over the world in an efficient and effective manner. In particular, it offers exhibitors an excellent platform for presenting their products to an international trade public and establishing new business contacts.





APEDA Outstood at BioFACH Show-2016



Nürnberg, Germany
10. - 13.2.2016

BIOFACH2016
into organic

displayed a range of organic Indian rice, organic spices and organic tea. About 20 Indian exporters were a part of the Indian pavilion.

APEDA's participation was organized by Dr. Saswati Bose, DGM, Mrs. Thangam Ramachandran, AGM, along with Shri M. Sevala Naik, Consulate General of India, Munich inaugurated the APEDA stall and then interacted with exporters. He discussed potential opportunities with exporters. Organic products such as rice, turmeric, sesame

seeds, spices and masala powders were showcased at the APEDA stall. Fresh organic ginger and black cardamom was displayed by the state of Sikkim. Within the APEDA pavilion, a prominent place was allotted to the Spices Board for display of all organic spice products. Sampling of authentic Indian Biryani as well as exclusive mehendi and yoga sessions were organized at the stall of APEDA from 11th to 13th February. An informative seminar was conducted by Dr. Saswati Bose on the "Trend in Organic Product Exports from India". APEDA exporters participated in a discussion held with importers and received solutions to some inquiries from importers.

Germany is the 2nd biggest organic market of the world with good prospects for organic products like salmon, tree nuts, fruits and vegetables, processed food products and others. The German organic market is heavenly dependent on imports to meet consumer demands

BioFach, the World's leading trade fair strictly for organic foods, is held annually in Germany. The BioFach exhibition centre offers a unified platform for people to share their interest and exchange their views regarding organic foods. BioFach commissioned a qualitative psychological basic study to investigate the opportunities and barriers for retailers in the DACH region. This was concerned with the main categories in the Free From segment: gluten-free, lactose-free and egg-free products.

Biofach-2016 was held at Nuremberg, Germany from 10th to 13th February. An exquisite and elegant pavilion for India was designed at the BioFach exhibition centre. The outstanding Indian pavilion





APEDA Representing India's True Flavour at Gulfood Dubai, UAE

The Gulfood is among those largest Agribusiness trade fairs of the World which showcases range of food and beverages, food services and hospitality and beverage equipments. Over 90000 visitors from 160 countries network with thousands of stakeholders interested in taking the market ahead.

Gulfood, can be marked as a mega event for the year 2016 as well. This year Gulfood was held at DWTC, UAE from 21st to 25th February. It witnessed the participation of 90000 buyers from 160 countries. Gulfood, provided a single platform for the participants to taste the food products and highlight the future commercial success. The event also gives an opportunity to meet new business partners viewing for future cooperation.

India also participated in Gulfood 2016 food fair organized from 21st February to 25th February in Dubai, UAE. 215 exporters participated in Indian Pavilion, ZA'ABEEL HALL out of which 63 exporters participated under APEDA India pavilion.

The APEDA India together with MOPFI designed the pavilion with wood, enriched with vibrant colors embossing the theme of Incredible India. The main focus of India's branding was clearly visible in APEDA pavilion from the maximum height. The reception with a backdrop of backlight collage on glass, acrylic/ lycra material was the main attraction.

The Indian Pavilion was inaugurated by Minister for Food Processing Industries, Smt. Harsimrat Kaur Badal with Shri Santosh Kumar Sarangi, JS, EP Agri. Mrs. Badal appreciated large scale participation of APEDA along with MOFPI in the show along with a discussion on various problems of Indian Exporters.

To represent India's true Flavor, Exclusive wet sampling of Basmati Rice Biryani in both vegetarian and non-vegetarian flavours was served to the visitors. Indian snacks were promoted in the free sampling area in the APEDA India Pavilion.

A Buyer Seller Meet was also organized on 23rd February 2016 in the Hotel Conrad, Dubai. JS MOFPI, MD Markfed, Dy. Consulate of India and Director, APEDA were present along with the International Buyers, Exporters and other Govt. official.







Live Cooking and Tasting Sessions at APEDA Pavillion Steal the Show at FOODEX Japan 2016



Japan is an important market for agro and food products exports from India. During 2014-15, India exported Rs. 431.7 crores worth of agro and processed food to this highly quality conscious market, clocking a volume of over 37,645 tonnes. APEDA's presence at signature trade fairs such as FOODEX Japan is an important part of nurturing and growing the market for Indian food products. Going by the response that APEDA Pavillion received at FOODEX Japan 2016, the future looks very bright for Indian exporters of processed food

FOODEX Japan, one of Asia's largest trade fair since 1976, is a fantastic forum for Asian food industry that provides the latest information on "Food and Beverage" and creates tangible business meeting opportunities. The Fair had over 3000 exhibitors from 79 countries. A total of 76532 visitors registered for the event held at Makhuri Messe, Japan from 8 to 11 March 2016 with 3000 exhibitors from 79 countries. APEDA participated in FOODEX Japan 2016 to showcase the strength of agro and processed food products from India. Honourble Ambassador of India to Japan Mr. Sujan R Chinmoy opened the tastefully decorated APEDA Pavillion in presence of Indian delegates. Dr. Sudhansu, Deputy General Manager

and Ms. Sunita Rai, Assistant General Manager managed APEDA Pavillion.

Nine exporters from India participated under APEDA's banner showcasing various products such as basmati rice, non-basmati rice, wheat flour, spices, peanut & peanut products, dehydrated onion, garlic, acidified and fermented vegetables, frozen fruits & vegetables, instant mixes, curries, Ready-To-Eat (RTE) foods, honey, jaggery, mango pulp and other fruit pulps. Directory of these nine exporters was circulated in both English and Japanese during the exhibition. Besides, product specific literatures, and brochures of APEDA were circulated.



One of the main attractions at APEDA's pavilion was the live cooking of Basmati Rice and Indian authentic curries, followed by the tasting sessions and the feedback. These live sessions attracted not only a large number of visitors to witness the cooking and sample the delicacies but also the local television media which aptly captured it for their news channel.

India also placed samples of some of its delicacies at the Food plaza- an emerging idea of displaying the authentic cuisines of different countries.

On 10th March, 2016, APEDA along with Tea Board of India in association with the Indian Embassy,

Japan organized a trade interaction with the Indian delegation (Buyer-Seller Meet). Mr. Sanjog Kapoor, First Secretary, Trade, Indian Embassy, Japan welcomed the guests. Deputy General Manager, APEDA, Dr. Sudhanshu, introduced the participating exporters and also highlighted the measures APEDA have taken to address quality and SPS issues.

The event provided an excellent platform for Indian exporters to promote food products from India not only in the Japanese market but also to customers that visited the show from the rest of the world.



Apeda's Participation in 'Natural Products Expo West' Anaheim, USA

The annual trade show in Anaheim is the place to go each year for artisan food makers. Natural Product Expo West is where new product turn into record profits and ROI is always high. The 36th Natural products Expo West (NPEW) & Engredea was held during 9-13 March 2016 at Anaheim Convention Centre, Hilton Hotel and Marriot Hotel, Anaheim, CA, USA.

In 2016 APEDA made its presence at NPEW with India's pavilion. Around 10 exporters from India was provided with professionally built-in booths. The Indian pavilion was designed thematically with posters and signage which attracted the visitors to the Indian booths.

India exhibited its authentic wide range products such as, Basmati Rice, Seed, Spices, Medicinal products, Soybean, Pulses, Herbal products, Spices etc.

Promotional activity carried out by APEDA included,

distribution of Brochure on Organic farming, which included certification and market of Indian Organic products. A directory listing the co-exhibitors under APEDA along with a brief description of their company and product list was prepared and provided to the visitors at the pavilion.

Sampling of vegetarian as well as non-vegetarian Biryani was an attraction for Indian as well as foreign visitors.

A Buyer Seller Meet (BSM) was also organized at the pavilion on 11th March, 2016. All the co-exhibitors of APEDA along with the importers attended the BSM. Several trade enquiries were received on various Indian organic products.

APEDA was represented by Mr. Bidyut Baruah, Assistant General Manger and Ms. Reeba Abraham, Assistant General Manager for organizing the Indian pavilion at NPEW 2016.



Outreach Programme for Export of Agricultural and Processed Food Products from Chattisgarh



An Outreach Programme was organized by APEDA and CSAMB with the stakeholders of export of agri products for promoting the export of agricultural and processed food products from Chattisgarh at Raipur on 2nd February, 2016. The programme was attended by officers of APEDA, CSAMB, State Horticulture Department, FSSAI, Chattisgarh State Agro Corporation, CONCOR, State Agriculture University, Exporters and FPOs and farmers.

Dr. Sudhanshu, Dy. General Manager, APEDA, Mumbai extended warm welcome to all the participants. He explained the background of the Outreach programme and informed that the programme has been organized as per the initiative taken by Ministry of Commerce & Industries for organizing Outreach programme with the exporters of all product groups and the stakeholders in various parts of the country. He further informed that APEDA has been organising series of Outreach programme at the identified states across the country. He mentioned that Outreach programme provides a platform to exporters for raising their issues and constraints with all the concerned departments for onward discussion for resolving the issues.

Dr. Navneesh Sharma, GM, APEDA gave the introductory address. He mentioned that Chattisgarh being the upcoming state for export of agri products, it was decided to organise the Outreach Programme for promoting exports of agri produce from Chattisgarh. He requested all the participant exporters to raise their issues for having a discussion with the concerned departments. He further expressed that

on the basis of the discussions to be held during the day, APEDA will be able to list out the issues which can be resolved today and would be taken up with the concerned departments for providing solutions to the exporters towards the issues raised by the exporters. He also requested the exporters to inform APEDA Regional Office, Mumbai whenever they face any issues related to exports.

Mr. M.S Swani, Additional Director, Chattisgarh State Agriculture Marketing Board gave a brief presentation on schemes of CSAMB and the initiatives taken by CSAMB.

Mrs Vinita Sudhanshu, Asstt. General Manager APEDA made a detailed presentation on Role of APEDA in Agri Exports and also briefed about the Financial Assistance provided by APEDA.

Dr. S.R. Ratve, Addl Director, Directorate of Agriculture, Govt. of Chattisgarh briefed the participants about the availability of produce in Chattisgarh for export of fruits and vegetables from State of Chattisgarh and the recent initiatives taken by the State Agriculture Department.

Dr. Ashwani Dewangan, Assistant Director, FSSAI in his address briefed the participants about the policies of FSSAI and the initiatives taken by FSSAI in Chattisgarh State.

Mr. J.B. Singh, Terminal Manager, CONCOR informed the participants about the CONCOR facility available in Raipur.

Outreach Programme on Export Promotion of Agriculture Produces from Jharkhand

An Outreach Programme was organized by APEDA and Department of Agriculture, Govt. of Jharkhand with the stakeholders of export of agri products for promoting the export of agricultural and processed food products from Jharkhand at Ranchi on 5th February, 2016. The programme was attended by officers of APEDA, State Horticulture Department, State Agriculture Department, JSAMB, Airport Ranchi, Birsa Agriculture University, ICAR Regional Research Institute, Exporters and FPOs and progressive farmers.

Mr. Manoj Kumar, IAS, Director Horticulture, GoJ extended warm welcome to all the participants. He gave brief presentation on state potential in fresh fruits and vegetable. He also informed to scope of Organic produce in Jharkhand, it needs to be promoted and support from the APEDA.

Dr. Navneesh Sharma, GM, APEDA gave the keynote address. He informed about the background of the Outreach programme. He further informed that APEDA has been organizing series of Outreach Programme at the identified states across the country. He mentioned that Outreach Programme provides a platform to exporters for raising their

issues and constraints with all the concerned departments for onward discussion for resolving the issues. He requested to the State Govt. for signing of MoU as earliest in favour of Jharkhand Trade regarding strengthen of backward linkage. He further informed that APEDA was already in process to develop infrastructure in Jharkhand with SFAC and Department of Industry, GoJ. However, so far day land has not been cleared by the State Govt. The support from the State officials to develop the road map in Jharkhand for export of state based agri commodities in International Market was very vital.

Shri Jata Shankar Chaudhary, IAS, Director, Department of Agriculture informed the activities of the department for boost up the agri sector in Jharkhand.

Shri Raj Kumar, IAS, MD, Jharkhand State Agriculture Marketing Board gave a brief presentation on schemes of JSAMB. He further informed that 50 FPO are being established in Jharkhand and infrastructure development like cold storage, packing house for fresh produced are also in process to as earliest for trade.



Mr. Anil Vikram, Director, Birsa Munda Airport Ranchi gave a brief information about the strength and facilities for passengers and cargo at airport but need to be develop the facilitates for perishable cargo like CPC etc. He also informed that there are no direct flights for and International Destination but we linked through Delhi/ Mumbai/Kolkata etc.

Dr. C B Singh, AGM APEDA (ER) made a detailed presentation on APEDA activities on Agri export promotion as well as Financial Assistance scheme of APEDA. He further informed to the participants about potential of raw material in ER especially in Jharkhand.

NPPO official Mr. B Banarjee briefed the participants about the role of quarantine station for export/

import of agri goods in the state of Jharkhand. He also briefed the SOP for export of FFV as well as others agri goods to deferent international destination.

Dr. Vikas Das, Scientist ICAR, RRS Ranchi makes a details presentation on activities of research Institute in Jharkhand. He also informed to the participants about the high yielding varieties and pest management of these crops.

Mr. Bharat Jaiswal ASSOCHEME in his address briefed the participants about the need to be development of infrastructure in Jharkhand especially for agri sector.



Outreach Programme on Development of Agriculture Exports from Odisha



An Outreach Programme was organized by APEDA and Department of Agriculture, Govt. of Odisha with the stakeholders of export of agri products for promoting the export of agricultural and processed food products from Odisha at Bhubaneswar on 9th February 2016. The programme was attended by officers of APEDA, State Horticulture Department, State Agriculture Department, APICOL, NHB, Airport Bhubaneswar, Exporters and FPOs and progressive farmers.

Dr C B Singh, Asst. General Manager Kolkata extended warm welcome to all the participants and short brief of Outreach Programme in Odisha.

Dr. Navneesh Sharma, GM, APEDA gave the

Keynote address. He informed that APEDA has been organizing series of Outreach Programme at the identified states across the country. He mentioned that Outreach Programme provides a platform to exporters for raising their issues and constraints with all the concerned departments for onward discussion for resolving the issues. He also mentioned the needs to develop the Common Infra facilities for agri export promotion. APEDA already funded to APICOL for Common facility at Titlagarh for Fresh Fruits and Vegetable etc and it will start as earliest. He requested to the participants, to raise any issues they have during the discussion session.

Mr. Sharad Kumar, Director, Biju Patnayak Airport Bhubaneswar gave a brief presentation on Airport

facilities for passengers and cargo. He informed the AAI Bhubaneswar is in process to develop new Cargo terminal and there will be a CPC for perishable cargo. He also informed that BPIA have a good connectivity with Kolkata, Delhi, Mumbai, Chennai etc with cargo space approx 2.0MT per flight and direct international flights will be started as earliest.

Dr. C B Singh, AGM APEDA (ER) made a detailed presentation on APEDA activities on Agri export promotion as well as Financial Assistance scheme of APEDA. He further informed to the participants about potential of raw material in Odisha. He further informed to the participants that APEDA already done the activities/sensitization programme in Odisha with deferent stakeholders for promotion of Odisha Organic as well as others commodities.

Mr. T N Chaturvedi, Odisha NPPO official briefed the participants about the facilities and activities of quarantine station in Odisha for export/import of agri goods. He also briefed the SOP for export for agri

goods to deferent international destination.

Shri Bani Singh, Dy Director, NHB, Bhubaneswar made a details presentation on Role of NHB for export development in the state of Odisha and also brief the Scheme of NHB for traders as well as farmers etc.

Dr. P K Mahapatra, APICOL made a presentation to the participants on Incentive packages available through APICOL for Augmentation of Agri sector in the State of Odisha.

Mr. Swagat Mahapatra, Chief Marketing Officer KASAM (Kandhamal Apex Spices Association for Marketing) his address briefed the participants about; at least Govt. may think to declare some areas exclusively as "Organic Area" to facilitate production of organic products. He also informed presently it has got more than 12000 no. of (ST-78%, SC-15% & other-7%) farmers as its primary members for organic cultivation.

Outreach Programme in Bangalore

APEDA RO Bangalore organized an outreach program at Dr.R.D. Nanjaiah Hall, Hebbal, Bangalore on the 11th March 2016 for the benefit of exporters of Karnataka according the instructions from the Head office. Mr. R. Ravindra, DGM, participated in the program and gave an overview of the Outreach Programs. Around 60 exporters participated in the program. Expert speakers from ECGC, EXIM Bank, NPPO, EIA gave guest lectures during the full day program.

Around 60 exporters participated in the program Expert speakers from ECGC, EXIM Bank, NPPO, EIA gave guest lectures during the full day program.



Outreach Programme in Chennai

As per instructions from Head Office, APEDA RO Bangalore organized an Outreach Programme at Hotel Pratap Plaza, Chennai on 17th March 2016 for the benefit of exporters of Tamil Nadu. AGM(TR) made the arrangements and participated in the programme. Mr. R. Ravindra, DGM, APEDA, New Delhi participated in the programme and gave an overview of the Outreach Programmes. Around 40 exporters participated in the programme. Expert speakers from ECGC, EXIM Bank, EIA, IIP, PQS, JDGFT, gave guest lectures during the full day programme





Outreach Programme in Trivandrum

As per instructions from Head Office, APEDA RO Bangalore organized an Outreach Programme at Hotel Horizon, Trivandrum on 18th March 2016 for the benefit of exporters of Kerala. Mr. Prashant Waghmare, AGM, organized the event and participated in the programme. Mr. R. Ravindra, DGM, APEDA, New Delhi visited Trivandrum and participated in the programme and gave an overview of the Outreach programmes. Around 60 exporters participated in the programme. Expert speakers from ECGC, Food Safety Standards, NPPO, EIA gave guest lectures during the full day programme.



Around 60 exporters participated in the programme. Expert speakers from ECGC, Food Safety Standards, NPPO, EIA gave guest lectures during the full day programme.

Sensitization Programme on Hortinet at Chennai

Hortinet- an internet based electronic service offered by APEDA to the stakeholders regarding few subjects relating to grapes, pomegranate, mango and vegetables.

A sensitization programme on Hortinet was organised at Chennai on 6th January 2016. Mr. AJ Jagadeesh Kumar, Additional Director of Horticulture chaired the meeting. Mrs.Thangam Ramachandran, AGM, APEDA, Bangalore, Mr.Gaurav Vimal, Executive, EDP, APEDA, New Delhi, Officials from 32 districts of the State Department of Horticulture, Tamilnadu attended the training programme. Mr. Vimal presented on the details of Hortinet on registration for farms in the first phase. Nine districts namely Krishnagiri, Salem, Dindigul, Dharmapuri, Vellore, Theni, Sivagangai, Virudhnagar and Tiruvallur are selected for registration of farmers pertaining to mango during the phase one.



Sensitization Programme on Mangonet at Trivandrum

Mangonet is an e-service provided by APEDA to serve the stakeholders of Mango relating to issues of exports. A Mangonet Training Programme was organized at Trivandrum on 7th January 2016 at SAMETI Conference Hall, Department of Agriculture, Trivandrum for the benefit of the officials of the State Department of Agriculture, Govt. of Kerala. Mr. Prashant Waghmare, AGM, along with Mr. Gaurav Vimal, Executive, APEDA, New Delhi participated in the training programme. Around 29 Officials from the Department of Agriculture, Govt. of Kerala, attended the training. Mr. P Waghmare, AGM gave a background of the Hortinet software developed by APEDA and its usage and advantages. Mr. Vimal presented on the details of Hortinet and also made a live demonstration on Hortinet for registration of farms. The participation of various District Officers was witnessed. The Department Official has been asked to provide District and Village details in order to include the same for farm registration and to generate user id/password.



on “Food Quality and Safety Management for Export of Processed Foods”. The programme was organized on 27th January 2016 at Chennai for benefit of the exporters of Tamil Nadu. IICPT invited Mr. Prashant Waghmare, AGM who visited Chennai and participated in the programme and presented on “APEDA’s role in export of Processed Foods”. The event also witnessed the participation of experts from Food Safety Industry, EIA and exporters from Tamil Nadu.

Awareness Programme on Export of Peanut and Peanut Product



A programme on Awareness was organized on peanut and peanut products at Chennai. The programme was held at the conference hall of Department of Agriculture, Chennai on 28th January 2016. Dr.M.Rajendran, IAS, Director, Department of Agriculture, Chennai, Chaired the meeting, Mr.Vinod K Kaul, Consultant, APEDA, New Delhi gave a presentation on export of global scenario of peanuts and SOP Procedure for export of peanut and peanut products to Vietnam, appraised the export of peanut and peanut products to Indonesia.

A presentation on Pre and Post Harvest technology of Peanuts was given by Dr. G V Ramasubramaniam, Professor, Entomology, Oilseed Research Station, Tindivanam. Mr. C M Raj, CEO, Team Perceptions Pvt. Ltd, Cochin gave a presentation on good hygienic practices with respect to processing of peanut and also back ward linkages of the farmers growing

One day workshop on “Food Quality and Safety Management for Export of Processed Foods” - Chennai

Indian Institute of crop Processing technology – a Pioneer Education and R&D Institution(IICPT) under Ministry of Food Processing Industries organized a one day workshop cum awareness programme

peanuts. Ms Dipty, Assistant Director, EIA, Chennai gave a presentation on “role of laboratories and issuance of health certificate to EU and Malaysia”. Overall coordination and organization of the meeting at Chennai was done by Mrs.Thangam Ramachandran, AGM, APEDA, Bangalore who also extended vote of thanks to the dignitaries. 40 representatives of exporters of peanuts from Chennai and Tamil Nadu and 10 representatives from laboratory from Chennai: TA Labs, SGS Labs, SMS Lab, Chennai Mettrax were also present.

Consultation meet for Southern Region- A joint Effort of APEDA and YES Bank Ltd.

APEDA-the only existing authority under Government of India for Export Development of Agriculture and Food Products, along with YES Bank-India’s new age private sector bank jointly organized a consultation meet for the Southern Region at Bangalore on 15th February 2016 was held under joint efforts of APEDA RO Bangalore in co-ordination with YES Bank Ltd., The event was witnessed participation of about 50 exporters. Shri Pradeep Srivastava, VP, Agri Business Consulting, Mr. Hemendra Tiwari, YES Bank Ltd., and Mr. Prashant Waghmare, AGM, were the organizers of the meet. The exporters were given a questionnaire and asked to fill up the same and submit it back to YES Bank for compiling the data. The participation of industry stakeholders was appreciated who also gave a good feedback about the meet.

APEDA-CII FACE Programme for Pineapple- A one day workshop

“Cluster Development Program for Export Promotion of Horticulture Products” witnessed its first workshop under the joint efforts of APEDA, CII and Dept. of Agriculture, Govt. of Kerala at Kerala State Agriculture Dept. and Organic Cell, Vazhankulam on 19th February 2016. The focus was on topics like GAP, POP, GHP for production and export of pineapple. The workshop included technical sessions handled by speakers from University, Research Station and experts. The programme was attended by growers, exporters and State Department officials.



APEDA-CII FACE Programme - One Day workshop on Pomegranate

Another Day on Pomegranate- A work- shop under APEDA-CII FACE Programme

“Cluster Development Program for Export Promotion of Horticulture Products” witnessed its second workshop. The workshop was a one day programme on Pomegranate was organized jointly by APEDA, CII and Dept. of Horticulture at Koppal on 25th February 2016. The programme focused on GAP, POP and GHP for production and export of pomegranate. Mr. Prashant Waghmare, AGM and Mr. Lokesh, Field Officer, APEDA, New Delhi participated in the workshop. The programme witnessed the participation of growers, exporters, state department officials. The technical sessions were handled by Scientists from NRC Pomegranate, speakers from University, Research Stations and other industry related experts. The farmers and officials were provided with an opportunity to visit the pack house set up by KAPPEC.

“Cluster Development Program for Export Promotion of Horticulture Products” has been witnessing series of workshops organized for various horticultural products. The third workshop for Pomegranate under the same was organized by joint efforts of APEDA, CII and Dept. of Horticulture at Bagalkot on 26th Feb 2016. Like earlier two sessions, the workshop focused on GAP, POP and GHP for Pomegranate Production and Export. Mr. Prashant Waghmare, AGM, Mr. Lokesh, Field Officer, APEDA, New Delhi participated in the Workshop. Scientists from NRC Pomegranate, speakers from University, Research Stations and other industry related experts handled the technical sessions. Growers, exporters and state department officials enthusiastically attended the programme.



Training on Chillies and Ginger under the Cluster Development Programme



With the Hon'ble Agriculture Minister, Govt. of Mizoram

On 3rd March 2016 a Training on Chillies and Ginger under the Cluster Development Programme was held at Aizawl, Mizoram. The inaugural session started with a welcome address by Mr. Lalliankima, Joint Director, Department of Horticulture, Govt. of Mizoram, followed by the key note address by Mr. K Lalhmingshanga, President, Mizoram Chamber of Industries, Mizoram. AGM(SR) started the introductory note with the cluster development initiative taken by APEDA in Mizoram, the need for cluster development, action points and responsibilities to be taken by the state. She also stressed on the fact that the success of the cluster programme depends on the active support and coordination by the state govt. She also briefed about the role of APEDA in promotion and development of exports. The programme also marked the presence of the Hon'ble Minister, Shri PC Lalthanliana, Minister for Horticulture, Govt. of Mizoram who stressed on the need for cluster development approach for exports. The number of participants including farmers and field extension workers were 76 numbers. Training was conducted in English and mizo language. A translator well versed with mizo language and English language translated into English

during the entire session.

The technical session was delivered by various experts. Ms. Lalrinfeli, Horticulturist from Spices Board delivered on Good Agricultural Practices on Chillies and Ginger. Ms. Pratyasha Chakravarty, Counsellor, CII-FACE explained on the need for GAP Certification, pesticide residue tests, good hygienic practices at field and pack house and export packaging. Ms. Sunita Rai, AGM, APEDA took a session on the export product quality requirement, pack house recognition by APEDA, traceability system under Horti.Net, Plant Quarantine/Phyto Sanitary issues on exports of vegetables followed by interaction with farmers on various issues.

Various questions were raised by the farmers on packages of practices, pest & disease on ginger and chilly, its management practices, availability of laboratory facilities for soil testing in Mizoram, quarantine issues, financial assistance scheme of APEDA etc, which were duly answered by various experts. The participants were motivated by the cluster development programme and thanked APEDA and CII for organizing such programme.



Group Photo of the participants



USDA/APHIS Officials Visit M/S. Innova Agri Bio Park Ltd.

The USDA/APHIS Officials visited Bangalore on 28th February 2016 in order to carry out the Pre-Certification visit to the Irradiation facility set up by M/S. Innova Agri Bio Park Ltd., at Malur.

The Official Delegation consisted of:

- Dr. Prakash Hebbar, Trade Director (USDA/APHIS)
- Mr. Scott Saxe (APHIS Attache')
- Dr. D.D.K. Sharma (Additional Plant Protection Adviser, PQ Office, New Delhi)

At Bangalore, the Delegation was accompanied by Mr. Prashant Waghmare, AGM and Dr. D.K. Nagaraju, Assistant Director (Ento), Plant Quarantine Office, Bangalore. The visiting officials were picked up from Bangalore Airport and taken directly to the facility at Malur. At the Irradiation facility the Officers of M/s. Innova Agri Bio Park received the delegation and were shown around the facility.

The Delegation inspected the Gamma Radiation Facility. They also interviewed the Radio Safety Officer and checked the records related to the facility/staff training etc. The USDA Officials also made note of minute gaps in the Entry and Exit Gates at Irradiation facility and informed M/S. Innova to fill the gaps. They also visited their Packhouse which is located in the same premises. The USDA team was satisfied with the facility and they were of the view that they have found lot of improvement and the same will be conveyed to USDA Department. Overall the delegation was positive with the facility set up by M/S. Innova Agri Bio Park Ltd ,Park Ltd,

Visit of Commerce Secretary and Chairman, APEDA to Bangalore

Ms. Rita Teatota, IAS, Commerce Secretary, MOC visited Bangalore on 22nd March 2016. In this connection, Chairman, APEDA and Dr. Tarun Bajaj, GM APEDA, New Delhi visited Bangalore to attend the Industry Consultation meet organized by FIEO/VTTC at Hotel Lalit Ashok on 22nd March 2016. Mr. Prashant Waghmare, AGM, received Chairman, APEDA and

accompanied for the meeting. Representatives from Gherkin, Floriculture Industry were present during the interaction with private exporters. Meeting was also held with State Government Officials and Agencies in connection with common infrastructure projects funded by APEDA in the state of Karnataka.



APEDA – CII FACE Cluster Development Approach and Training on Rose Onion



A PEDA in collaboration with CII-FACE and Department of Horticulture, Govt. of Karnataka, organized a One Day Training Programme on Cluster Development for Rose Onion Exports, at Chikkaballapur on 19th March. The training programme consisted of technical sessions handled by experts and also field visit and demonstrations.

The technical sessions were handled by the following :

- Dr. K.N.Shashikanth, Senior Consultant Food Safety & Quality, CII, handled a session on GMP, GHP in post harvest practices
- Dr. Veere Gowda, Principal Scientist, I.I.H.R, gave the training for farmers on GAP, Pre Harvest, Post harvest technology and varieties in onions
- Smt. Shama Patil, Deputy Director, Dept. of Horticulture gave a presentation on Public Private Partnership - Integrated Horticulture Development (PPP-IHD)
- Mr. Prashant Waghmare, AGM, APEDA, made a presentation on Export Scenario for Rose Onions
- Smt. Gayathri, Deputy Director of Horticulture, gave a presentation on the activities of Dept. of Horticulture and formalities for FPO

Around 70 to 80 farmers from 4 to 5 taluka's attended the programme. CII prepared POP for rose onion in vernacular language (Kannada) and the same was distributed among 50 farmers.



One Day Workshop Cum Training Programme Organized by I.I.C.P.T.

Indian Institute of Crop Processing Technology, Thanjavur had organized a One Day Workshop Foods at Cochin on 28th March 2016. APEDA had sanctioned financial support to the

tune of 50% of the expenditure of the program Dr. Michael Vedasiromani, IAS, Managing Director, Markfed was the Chief Guest. Mr. Prashant Waghmare, AGM, participated in the workshop and around hundred exporters/entrepreneurs participated in the program.

Conference on Linking Prospective Food Entrepreneurs with Government Schemes & Markets



Consultant, Inamul Hussain Saikia attended the conference organised by ASSOCHAM at Itanagar, Arunachal Pradesh on 18th January 2016. Various experts from different fields deliberated in the session. In the technical session, presentation was made on APEDA's Financial Assistance Scheme and other activities of APEDA in the NER, followed by an open house discussion among the participants and experts during the technical session.

Buyer Seller Meet with Importers of Fresh Fruits and Vegetables in Nepal During “Mini India Show”

Organiser – ICC-Kolkata Co-Organiser – APEDA 18-19, February 2016, Bhrikuti Mandap, Kathmandu, Nepal

Indian Chamber of Commerce in association with the Agriculture and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce, Government of India has organized the Buyer Seller Meet with the Importers of Fresh Fruits and Vegetables in Nepal during the Mini India show held between 17th – 21st March 2016 at the Bhrikuti Mandap, Kathmandu, Nepal.

Nepal has been one of the most important neighbouring country with whom India shares a very healthy Bilateral Trade Relation and one of the major importers of Agriculture and Horticulture Produce of India comprising of Rice – Basmati, Aromatic Rice, Miniket, Baskati, etc., Fruits, Green Vegetables, Potato, Bell Pepper or Capsicum, Green and Red Chillies. The total exports from Indian to Nepal during the year 2014-15 is recorded 14,29,294.32 MTs and the value is 542.19 million \$.

Given below is the export data base of major Indian fresh fruits and vegetables including potatoes to Nepal for the year 2014-15:-

Sl. No.	Name of the item	Quantity (in MT)	Value (in mil \$)	Position
1	Fresh Potatoes	162925.95	53.50	1 st
2.	Other Fresh Vegetables	206799.91	64.32	2 nd
3.	Other Fresh Fruits	47022.20	19.30	3 rd
4.	Fresh Mangoes	3574.93	1.16	5 th

Source: DGCI&S Annual Export



With the intervention of APEDA the Indian Chamber of Commerce successfully tied up with around 15 Exporters of Potato, Green Vegetables and other Fruit and Vegetable to represent India during the Buyer seller meet with the Buyers from Nepal. Indian Chamber of Commerce also tied up with various buyer organisations and associations from Nepal trading in Potato, Green Vegetables, Fruits and other Vegetables to make the programme a meaningful one.

The Buyer Seller Meet was organized on 18th and 19th of March 2016 from 11.00 am to 3.00 pm and market visit to various Fruits and Vegetable at Kathmandu Nepal was organized on 20th March 2016 to establish a platform for the Exporters who joined the Delegation for the Buyer Seller Meet for exploring various trade, business and export opportunities for the Indian Potato, Fruits & Vegetable and other agriculture and horticulture produce of India.

The various organisation from where the Buyers turned up to Explore the trade opportunities with the Indian Exporters are Members from Federation of Nepal Chamber of Commerce and Industries, Nepal Agriculture Cooperative Central Federation Ltd, Central Vegetable and Fruits Producers Cooperative Union Ltd, Kalimati Fruits and Vegetable Market's Association and Federation of Fruits and Vegetables Entrepreneurs of Nepal.

The Delegation of Indian Exporters was led by Dr C B Singh from APEDA and Ms Madhuparna Bhowmick from Indian Chamber of Commerce, whereas the Buyers side was being led by Mr. Pradip Maharjan, Executive Director, Agro Enterprises Centre, FNCCI and Mr. Tejendra Prasad Poudel, Executive Director, Kalimati Fruits & Vegetable Development Board along with the active presence of Senior Officials from Indian Embassy in Nepal.

The Buyer Seller meet witnessed a very positive and good response from the Fruits and Vegetable Buyers of Nepal. There was huge demand for Indian Potatoes, Coloured Bell Peppers or Capsicum, Green and Red Chillies and some other Green Vegetables. There were around 75 buyers who attended the Meet. The Exporters were also taken for a market visit to the local markets in Kathmandu on 20th March 2016 where they received a very good response for procuring the Potato, Capsicum, Chillies and other vegetables from Indian Exporters. Around 6-7 Importers were tied up with the Indian Sellers during the BSM.



Promotion of Dry Flower Industry in West Bengal



A PEDA In collaboration with Department of F.P.I, Government of West Bengal and Horticultural Science Division, ICAR, New Delhi organized an event on Promotion of Dry Flower Industry on 16th November 2015.

Inauguration by Chief Guest Dr. C M Bachhawat, IAS

The programme started with the floral welcome to all the guests and lighting the lamp of wisdom by chief guest Dr. C M Bachhawat, IAS, Additional Chief Secretary, Department of Food Processing Industries and Horticulture, Government of West Bengal, Guest of Honour, Dr. T. Janakiram, Assistant Director General, Horticulture, ICAR, New Delhi, Special Guest Dr. C. Pramanik, Director Horticulture, Government of West Bengal, Dr. Navneesh Sharma, General Manager, APEDA, Dr. C B Singh, AGM, APEDA and Mr. Lokesh Gautam, Field officer, APEDA.



Welcome by Dr. Navneesh Sharma, GM

General Manager, APEDA, Dr. Navneesh Sharma welcomed the guests and extended a warm welcome to Chief Guest, guest of honor, special guests, invited experts and all the dignitaries. He extended a warm welcome to all the delegates and gave a brief account of activities carried out by APEDA for promotion of dry flower exports. He also

expressed his gratitude to ICC, for hosting this event at ICC, Kolkata. He emphasized upon the farmer centric approaches for technology dissemination, support to upcoming entrepreneurs, need of organizing this sector and upgrading technology for export promotion. He expressed his warm wishes for a fruitful discussion and deliberation for the benefit of dry flower industry.



*Welcoming Chief Guest Dr. C M Bachchawat, IAS
Additional Chief Secretary, Department of Food
Processing industries and Horticulture,
Government of West Bengal*



*Welcoming Guest of Honour Dr. T Janakiram, ADG
(HS), ICAR*



*Welcoming Special Guest Dr. C. Pramanik, Director
Horticulture, Government of West Bengal*



Welcoming of Dr. Navneesh Sharma GM, APEDA

AAHAR 2016 for Food Enthusiast



India's food and hospitality sector is poised for a huge growth. The Indian food market is expected to grow to 482 billion USD by 2020, whereas the hospitality sector is considered a major attraction for FDI with the compound annual growth rate of 14 percent

AAHAR 2016, the 31st edition of the International Food and Hospitality Fair, was held at Pragati Maidan, New Delhi. The fair assumes significance as the union government has permitted up to 100 percent FDI in marketing of food items produced and manufactured locally in the recent budget.

The five day fair was hosted by India Trade Promotion Organization (ITPO) with the support of the Ministry of Food Processing Industries, Government of India (MOFPI); Agricultural and Processed Food Products Development Authority (APEDA); Association of Resource Companies for Hospitality Industry of India (ARCHII); Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI); All India Food Processors Association (AIFPA); Food & Hospitality Support Association of India (FHSAI) and Forum of Indian Food Importers (FIFI). Over 1001 exhibitors took part in the 2016 fair as against 872 exhibitors in the year 2015.

Aahar showcased two theme exhibitions- "Hospitality India" and "Food India". "Hospitality India" covered Hotel & Restaurant Equipment while "Food India" covered Foods, Processed Foods, Food Processing and Beverages. APEDA Aahar-2016 pavilion was inaugurated by Shri. L C Goyal, Chairman and Managing Director, ITPO, New Delhi in the presence of Dr. Tarun Bajaj, General Manager, APEDA.

Aahar provides a platform for facilitating growth and modernization in the processed food and hospitality sectors. New business leads get generated, and relationships with existing customers get strengthened. About 59 exporters participated from APEDA at Aahar, exhibiting a wide range of products including processed food, food processing equipment, chocolate processing equipment, cream whipping machines, flour kneading machines, wet grinders, flour mills, bakery equipment, kitchenware, packaging machinery, washing machines/dish washers, marine products, ready-to-cook and eat

processed/frozen meat & eggs, spices, coconut, coffee, bakery items, hospitality and hotel supplies. AAHAR is one of the important food fairs in India. APEDA along with MOFPI regularly participates in the event to connect stakeholders in processed food sector to the new market opportunities. The participants comprised overseas trade delegates, manufacturers, processors, exporters, suppliers, hotel and restaurant owners, professionals from retail chains, direct selling companies and hospitality institutes.



AAHAR Theme-2016

The vision of our Honorable Prime Minister is to boost investments in India and to promote "Make in India". The theme of Aahar 2016 was "Food Safety". The pavilion showcased India's potential as the manufacturing hub for processed foods. The pavilion exhibited India's existing capabilities of world class quality from farm to fork and the opportunities that are readily available to make India 'a processed food base' of the World. India has proven capabilities to produce a wide range of raw materials. Together with "Make in India", India will ultimately transform itself from a commodity supplier to a leading process food hub. Trade Fairs such as Aahar are important in enabling this transformation.





ARGICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

(Ministry of Commerce & Industry, Govt. of India)

Email: headq@apeda.gov.in Website: www.apeda.gov.in

LIST OF APEDA CONTACT NUMBERS : REGIONAL OFFICES

MUMBAI

Agricultural and Processed Food
Products Export Development
Authority
4th Floor, Unit No. 3 & 4 ,
Banking Complex Bldg.
No.II, Sector 19/A, Vashi
New Mumbai-400 705

Ph.No - +91- 022-27840949
27845442 /27840350
Fax - +91- 022-27842273
Mobile No- 9920437633

HYDERABAD

Agricultural and Processed Food
Products Export Development
Authority
8th Floor, Chandra Vihar Building,
M.J.Road,
Hyderabad-500001

Ph.No - +91- 040-24745940
Fax - +91- 040-24745947
Mobile No- 9440059647

KOLKATA

Agricultural and Processed Food
Products Export Development
Authority
Mayukh Bhavan, Bidhan Nagar,
Kolkata-700 091

Ph.No - +91- 033-23378363
Fax - +91- 11- 40669291
Mobile No- 8334905777

BANGALORE

Agricultural and Processed Food
Products Export Development
Authority
12/1/1 , Palace Cross Road,
Bangalore-560 020

Ph.No - +91- 080-23343425
/23368272
Fax - +91- 080-23364560
Mobile No- 9538133387

GUWAHATI

Agricultural and Processed Food
Products Export Development
Authority
3rd Floor G.S. Road, Opp. Old Post
Office
Jain Complex,
Guwahati-781005

Ph.No - +91- 0361-2633390
Fax - +91- 0361-2599010
Mobile No- 9864028908

Director: Sunil Kumar

General Managers: Tarun Bajaj; S S Nayyar; Navneesh Sharma

Editor: Vinita Sudhanshu (AGM), Co-ordinator: Kamal Kant (SOE)

For your valuable Suggestions, Feedback or Comment please

e-mail us at apexapeda@apeda.gov.in

Follow us on Facebook

