

**Report on APEDA's participation in
GULFOOD 2018
DUBAI UAE
18th – 22nd February 2018**

West Asia is one of the major markets for exports of agro products from India. UAE acts as a re-export centre for the West Asia and many trading companies operate there to specifically deal in the re-export market.

India's total Agro Export is USD 33.37 billion out of which APEDA's products export is USD 16.21 billion (48.58% share) during 2016-17. Export of APEDA products have grown at CAGR of 9.3% in the last decade. Export of APEDA products to UAE during 2016-17 stood at USD 1.39 Billion. The main products exported to UAE included Basmati Rice, Non-Basmati Rice, Buffalo Meat, Other Fresh Fruits, Alcoholic and Non-Alcoholic Beverages, Sheep/Goat Meat and Fresh Vegetables etc.

Gulf region has emerged as one of the key markets for Indian agri-products over the years. Exports of agri-products under APEDA (Agricultural & Processed Food Products Export Development Authority) to the GCC countries stood at US\$ 3.38 billion during 2016-17, accounting for 20.9% of India's total trade in these products by value.

Dubai plays a vital role in promotion of trade into this region. Dubai is considered to be the trading hub of Middle East. With the increasing importance of Dubai as commercial and trading centre, Gulfood Dubai assumes greater importance.

GULFOOD is considered to be the world's largest annual food and beverage trade show growing year by year in terms of area, number of exhibitors, visitors and buyers. The show is popular across the world for promoting opportunities for networking at a central point between East and West. At Gulfood - one can network with thousands of industry peers and people passionate about driving the market forward. The event provides an unrivalled opportunity to source and select from an incredible global product showcase. Here one can also review the latest trends and innovations of the food and drink sectors, foodservice and hospitality equipment, as well as the restaurant and cafe industry. Hosting emerging, developing and fast growth markets, Gulfood brings players in the F&B industry to discuss prospective business and investment opportunities for strategic alliances. It provides an opportunity to access in one location large number of international pavilions. At this event, one can expect to network with thousands of industry peers and people passionate about driving the market forward. One can also review the latest trends and innovations of the food and drink sectors, foodservice and hospitality equipment, as well as the restaurant and cafe industry. It also provides an opportunity to meet the industry movers and shakers. The Gulfood conferences play a crucial role

in connecting the key regional and international industry players in a focused environment to share their knowledge, experience, expertise and strategies for a more successful business. Gulfood brings together a series of insights and activities to help the global F&B community to make informed business decisions. Exhibitors and visitors alike can discover new products and suppliers; unveil new business opportunities; find solutions to new and evolving global challenges and stay up to date with the latest trends in consumer behaviour across varied sectors.

This year Gulfood was held at World Trade Centre, Dubai, UAE from 18-22 February 2018. It is reported that the it attracted more than 4000 exhibitors from more than 30 countries and more than 70000 visitors are reported to have attended the event.

This year Indian contingent was very strong and varied. Indian pavilion spread in 4200 Sq. Mtrs. in different halls mainly Za'abeel Halls and Sheikh Saeed Halls, had the personal presence of around 300 exhibitors from different sectors such as rice, processed foods, organic products, fresh and processed fruits and vegetables, confectionery, honey etc. to mention a few.

APEDA's participation at Gulfood 2018

APEDA had taken space of 768 SQM. in two different halls – 420 SQM. in ZA'ABEEL Halls (Grains Section) and SHEIKH SAEED HALLS (General food section) at this event. While Grains Section had the personal presence of 39 exhibitors including AIREA, number of participants at General food section were 46 including the ones in common area who had has displayed a range of processed food, dried fruits and nuts and preservative foods, ready to eat food, ready to serve food, ready to cook foods, pickles, honey, jams, jellies, cereals, pulses etc. Most of the participants in APEDA pavilions had participated for the first time. A list of participants who had participated along with APEDA is at annexure I. In addition several other exporters had participated in the event directly. APEDA pavilion was inaugurated on the opening day by Sh. Navdeep Singh Suri, Ambassador of India in UAE.

Stands at APEDA pavilion were made using wooden structure and fascia displaying the names of the Brand logos of APEDA. Stands were provided with highlighted reception cum display counter and with showcases and shelves on the panels for the display of their products. APEDA pavilion had a high 3D cut out India branding on the fascia that was highly lighted from the back side was running over the whole pavilion to give it a larger INDIA look.

Food sampling

Food sampling was done keeping in mind the tasteful yet simple and delicious recipes from India.

APEDA Pavilion at Gulfood 2018 sampled vegetarian and non vegetarian Basmati Biryani from the booth on all days. In addition sampling was also done by individual exporters for snack foods, ready to eat products, dairy products, confectionery, mouth fresheners and instant fruit drinks etc.

Promotion of Millets

APEDA in association with Department of Agriculture, Government of Karnataka had made special arrangements to show case and promote Millets at the event. Four companies along with Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) had displayed their products and arranged sampling. As per feedback received from them, they got good response in the form of business leads and enquiries from Gulf Region, USA and Australia. The value added products from Millets displayed and sampled by entrepreneurs were appreciated by all the visitors.

PRE-EVENT ACTIVITIES

Pre-show mailing was done by the exhibitors to their previous year visitors, prospective visitors and other buyers at the Gulfood 2018. The pre event outreach exercise was an important activity to ensure that key people visited the Indian pavilion during the show.

Response

The participating exporter's feedback is that their participation in the show was generally good. They received serious business enquiries from the buyers which are being followed up for generating business. This five-day extravaganza is placing India on the global food map. As per feedback received from the participants, good response was reported to be received for the processed food products and rice. One company of North East had reported receiving confirmed export orders worth USD 2.00 lakhs for 31 containers of fruits juices and drinks. The buyers were encouraged to have one to one interactions with the participants. Follow-up is being made for collection of data/feedback from other participants also.

The buyers were encouraged to have one to one interactions with the participants. A list of enquiries along with the list of buyers received from the Embassy of India has been circulated to the participants and is also being hosted on APEDA's web site since it is voluminous document.

Branding/Media Coverage

IBEF had done branding of Indian food products by putting posters of Indian food products at different locations besides having media coverage. Branding of Indian food products was also done by the individual exporters and Comnet Exhibitions Services, counterparts of Dubai World Trade Center in India. APEDA's participation was also covered in local media and a copy of the same is at annexure II.

Role of Indian Mission in UAE

Embassy of India, Abu Dhabi and Consulate General of India, Dubai in played very pro-active role in making India's participation meaningful and fruitful in the show. All kind of assistance, wherever required by the Indian participants was extended by them. The officials of Consulate took personal interest to ensure that everything went on smoothly for participants from India. As mentioned earlier, APEDA pavilion was inaugurated on the opening day by Sh. Navdeep Singh Suri, Ambassador of India in UAE. In addition, various kinds of information including lists of buyers as requested from time to time was provided by the Indian Embassy and Consulate General of India.

OBSERVATIONS BY SOME OF THE DIGNITARIES VISITING APEDA PAVILION

Sh. Navdeep Singh Suri, Ambassador of India, UAE

“My compliments to APEDA for showcasing India Food Products Industry, all the best to all participants. Keep up good work!”

Sh. Santosh Kumar Sarangi, Joint Secretary, Department of Commerce, ministry of Commerce and Industry, Govt. of India

“ Was happy to interact with exporters, the pavilion is come up very nicely, my compliments and best wishes”.

Mr. Sanjeev Kapoor, Celebrity Chief from India

“Always an honour to be part of APEDA”

SUMMARY

This trade show provides industries involved in food sector an opportunity to present their range of services from processing to selling. It offers exhibitors an excellent venue for presenting their products to an international trade public and establishing new business contacts.

Suggestions for future participation in this show are as under:

1. Considering the importance of this event, APEDA should continue to participate in this event on a regular basis.
2. APEDA should plan and finalize the list of exhibitors much in advance so that the exhibitors get sufficient time to plan about their participation and take all on branding opportunities and intimating their buyers about their participation in time.
3. As directed by DoC, APEDA had given opportunity to new comers first while allocating the space. As a result most of the established players could not be accommodated in APEDA pavilion. It is suggested that in future 50% of the space may be earmarked for new entrepreneurs and the remaining 50% for those who have participated along with APEDA on previous occasions.
4. APEDA had provided common area to organize display and carryout free sampling of their products to the participants who could not take individual stand due to non availability/ other reasons. This provide them good platform to have a feel of the market and establish contacts with the buyers of their products. This may be continued in future as well.







Annexure I**List of participants that had participated along with APEDA in Gulfood 2018**

S.NO.	COMPANY/BRAND NAME - CEREALS/ CEREAL PRODUCTS
1.	AGRI GLOBAL INC.
2.	AL-KHAIR EXPORTS
3.	ALL INDIA RICE EXPORTERS ASSOCIATION
4.	B.D. OVERSEAS
5.	BHOLENATH
6.	BINDAAS FOODS PVT LTD
7.	FERTINVEST INDIA PVT LTD
8.	G.R. INTERNATIONAL
9.	INDO ARAB GRAIN SUPPLIERS
10.	INDRAPRASTHA FOODS
11.	JKG OVERSEAS PVT.LTD
12.	K2 OVERSEAS
13.	KUMUD RICE AND DAL MILL
14.	LUXMI PREMIUM GRAINS INDIA PVT LTD
15.	MAJESTIC BASMATI RICE PVT LTD
16.	PALADIYA CORPORATION
17.	RADIKA EXIM
18.	RAMESH KUMAR AND COMPANY
19.	RIPURAJ AGRO PVT LTD
20.	ROYAL STAR AGROTECH PVT. LTD.
21.	SAFE AGRITRADE PRIVATE LIMITED
22.	SAIBABA AGRILINK PVT LTD
23.	SHAZIA BASMATI RICE/HANUMAN RICE TRADERS
24.	SHREE GAJANAN INDUSTRIES
25.	SHREE KRISHNA RICE MILLS
26.	SNJ TRADE LINK PVT. LTD.
27.	SRI RAMA MODERN AND PARA BOILED RICE MILL
28.	THE PUNJAB STATE COOPERATIVE SUPPLY & MARKETING FEDERATION LTD. (PUNJAB MARKFED)
29.	VISNUKUMAR TRADERS PRIVATE LIMITED
30.	CHAMAN LAL SETIA EXPORTS LTD / MAHARANI
31.	DRRK FOODS PRIVATE LIMITED
32.	BASIC INDIA LIMITED
33.	SONA CEREAL PRODUCTS (P) LTD.
34.	MAC IMPEX
35.	SHIV SHAKTI INTERNATIONAL
36.	SAIFCO

S.N.	COMPANY/BRAND NAME (SHEIKH SAEED HALL)	Products
40	DEPT. OF AGRICULTURE, GOVT. OF KARNATAKA KARNATAKA DASS RICE MILLS	Millets
41	ASRAYA CONCEPT FOODS (STAM LAL & CO.)	Noodles
42	ADITI FOODS INDIA PVT.LTD	Fruit pulp/Bars/Juice
43	AGHIN AGRO FOODS INDUSTRIES [P] LTD/THAI FOODS	Sauces
44	AL SAQIB EXPORTS PVT. LTD.	Meat
45	APSARA FOOD INDUSTRIES PVT. LTD.	Biscuits
46	BRAND NAME: BYTEWISE ORGANIC/(GROW WELL ORGANIC)	Organic products
47	ESS PEE QUALITY PRODUCTS/BEE'S	Honey
48	G.D. FOODS MFG. (I) PVT. LTD.	Jams/ Jelly, and Pickles
49	GOOD DAY FOODS PVT LTD	Ready to eat(sweets)
50	GOPALA FRESH PRODUCE PVT LTD	Sweets
51	GREEN FIBRE FOODS (INDIA) PVT. LTD. (GUJ- INDIA)	Processed food and canned foods
52	INDIES GLOBAL FOODS PVT LTD	Ready to eat product and ready to serve
53	INNOVATIVE FOODS LTD BRAND : SUMERU	Ready to eat
54	JABSONS FOODS (JABSONS FOODS PVT. LTD.)	Nankeen, Snacks
55	KROWN BAKERS (INDIA) PVT LTD/ KROWN	Snacks
56	LEMZA FINE FOOD PVT. LTD. / VIPIS KITHEN	Ready to eat parantha , naans etc
57	LYKIS LIMITED	Confectionary items
58	M/S. NAKODA GROUP OF INDUSRTIES LIMITED /NAKODA (BRAND NAME)	Pulses
59	M/S. RAJESH KUMAR MOHANLAL	Chickpeas
60	MULTIGRAIN FOOD PVT LTD. / ATUL BAKERY	Bakery products
61	NUTRAHELIX BIOTECH PVT LTD/ NUTRAHI	Pasta
62	PAGARIYA FOOD PRODUCTS PVT LTD (KWALITY)	Breakfast <u>cereals</u>
63	RPURE AGRO PRODUCTS PVT LTD.	Ready to eat/ / Spices
64	S M FRUITS & BEVERAGES PVT. LTD.	Juices, Fruit Pulp and drinks
65	SARVESHWAR FOODS LIMITED / SARVESHWAR	Organic products
66	SHRI SHRINIWAS TRADERS	Raisins
67	STC INDIA PVT LTD. (CHANDAN MOUTH FRESHENER)	Mouth Freshener

68	TAPI FOOD PRODUCTS	Jams\Jelly
69	VNKC AGROCOM PVT LTD / NUTTY WORLD	Granulated peanuts

