



एपीडा  
APEDA

# GROWN IN **INDIA** FOR THE **WORLD**

## **SIAL PARIS 2024**

**19TH TO 23RD OCTOBER 2024**

**PARIS NORD VILLEPINTE, FRANCE**

# **EVENT REPORT**



# PARTICIPATION OF APEDA IN SIAL PARIS 2024

## **APEDA:**

The Agricultural and Processed Food Products Export Development Authority (APEDA) is an Indian Apex Export Trade Promotion Active government body set up by the Ministry of Commerce and Industry, Govt. of India under the Agriculture and Processed Food Products Export Development Authority Act 1985.

APEDA is the premier body of export promotion of fresh vegetables and Fruits and their Products, Meat and Meat Products, Poultry and Poultry Products, Dairy Products, Confectionery, Biscuits and Bakery Products, Honey, Jaggery and Sugar Products, Cocoa and its products, chocolates of all kinds, Alcoholic and Non -Alcoholic Beverages, Cereal and Cereal Products, Groundnuts, Peanuts and Walnuts, Pickles, Papads and Chutneys, Guar Gum, Floriculture and Floriculture Products, Herbal and Medicinal Plants, De-oiled rice bran, Green pepper in brine, Cashew Nuts and its Products etc.

It provides the crucial Interface between farmers, storehouses, packers, exporters surface transport, ports, Railways, Airways, and all others engaged in export trade to the international market.

The vision is to “create a world class organization dedicated to promote India as the “supplier of choice, agro and value-added food products in the global markets” the functions of the authority includes.

- Development of industries relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes.
- Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed.
- Fixing of standards and specifications for the scheduled products for the purpose of exports.
- Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products.

- Improving of packaging of the Scheduled products.
- Improving of marketing of the Scheduled products outside India.
- Promotion of export oriented production and development of the Scheduled products.
- Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics so collected or of any portions thereof or extracts there from..
- Training in various aspects of the industries connected with the scheduled products.

### **APEDA's Scheduled Products for Export Promotion and Development.**

- Fruits, Vegetables and their Products
- Meat and Meat Products
- Poultry and Poultry Products
- Dairy Products
- Confectionery, Biscuits and Bakery Products
- Honey, Jaggery and Sugar Products
- Cocoa and its products, chocolates of all kinds
- Alcoholic and Non-Alcoholic Beverages
- Cereal and Cereal Products
- Groundnuts, Peanuts and Walnuts
- Pickles, Papads and Chutneys
- Guar Gum
- Floriculture and Floriculture Products
- De-oiled rice bran
- Green Pepper in brine
- Cashew Nuts and its Products

### **Agri Export to the EU market.**

Europe is a premium market for Indian agri products. There is a good demand for Basmati Rice, Processed Fruits, Processed Vegetables, Cucumber and Gherkins (Prepd. & Presvd), Juices & Nuts, Prepared Animal Feeder, Guar gum and various other agri based products. During the year 2023-24, India's total agricultural export to European countries was worth 1384.19 million US\$. There is a good potential for increasing agri produce export to this market.

## **SIAL Event**

The Salon International de l'Alimentation (SIAL) Paris is one of the world's largest and most influential food innovation exhibitions, held biennially in Paris, France. It serves as a global meeting point for professionals across the food industry, from producers and distributors to retailers and foodservice experts. SIAL Paris also emphasizes the importance of global connections within the food sector. With participants from over 200 countries, the exhibition fosters international collaboration and cross-cultural dialogue.

The 60th edition of SIAL Paris was held during 19–23 October 2024. The results are extremely positive, showing it to be the world's large-scale event both in terms of exhibitors and visitors. The event upheld all its promises to reunite the businesses of the sector, reinforcing its position as the not-to-be-missed gathering of the worldwide agribusiness field.

Being at this show means gaining access to the heart of a business generator offering more than 60 years of expertise. SIAL Paris is the world's largest international meeting point for buyers and suppliers.

SIAL is a unique global food event featuring the world's leading retail and food service buyers in one location. Occurring every two years, SIAL attracts over 2,65,000 visitors from not only the European Union but also from the rest of Europe, the Middle East, Africa and Asia.

India is one of the potential suppliers of agricultural products in the global market. Various categories of food products, i.e., Basmati Rice, processed products, fruits and vegetables, cereal preparations, organic products etc. are exported.

The Agricultural and Processed Food Products Export Development Authority (APEDA) has participated in SIAL Paris-2024 event and set up "India Pavilion" to showcase and market the Indian Agricultural and Processed Food Products. The event was scheduled from 19th–23rd October, 2024 at Paris Nord Villepinte, France.

Agricultural and Processed Food Products Export Development Authority (APEDA) under the Ministry of Commerce & Industry, Government of India has been participating in several international trade fairs to provide a platform to its exporters to explore new opportunities in the global market.

## **Details of APEDA's participation**

Aligned with the nation's vision to be a leading player in shaping the future of vital sectors that drive global prosperity and growth, APEDA continues to extend its support in bringing together nations, markets and industries to discuss vital issues that impact the sustainability of economies and societies.

In the series of this, APEDA organized its participation in biggest ever edition of SIAL Paris-2024 along with exporters, processors and FPOs.

APEDA had taken 568 sqm space in Paris Nord Villepinte, France in Hall no. 3 with block number 3A-202 and Hall no. 8 with block numbers 8G 093, 8G 115, 8G 137 and had set up an "India Pavilion" for promotion of Indian Agricultural Products along with India exporters.

Approximately 50 leading member exporters joined as co-exhibitors, promoting a diverse range of agricultural and processed food products, including cereals (such as Basmati rice), processed fruits and vegetables, juices, nuts, animal products (meat, poultry, honey), groundnuts, and alcoholic beverages.

Notably, Purandar Highlands Farmers Producer Company from Pune showcased their innovative fig and jackfruit juices at the APEDA pavilion. These products received international recognition, with the jackfruit juice making its debut at SIAL Paris 2024.

## **APEDA Theme Pavilion**

- APEDA's theme pavilion was built for displaying wide range of products.
- Two large LED was placed in the APEDA's theme pavilion to display Promotional videos.
- A designated space was built up for Biryani Sampling made by Indian Chef, Banana Sampling along with display, Turmeric Latte, Mehendi art and Indian Dance performance grabbed a lot of attention.







# VISIT OF VIP's

## **AMBASSADOR OF INDIA**

- On Day 1 of SIAL Paris 2024, the APEDA India Pavilion was inaugurated by H. E. Shri Jawed Ashraf, Ambassador of India to Republic of France in the presence of Shri Abhishek Dev, (Chairman, APEDA), Sh. Adarsh Singh (Excise Commissioner, Govt. of Uttar Pradesh), Dr. Sudhanshu (Secretary, APEDA), Mr. Man Prakash Vijay (Dy. General Manager, APEDA), Sh. Nishant Bansod (Assistant Manager, APEDA) & other participating Exporters.
- Ambassador visited the APEDA India pavilion and interacted with the participant co-exhibitors as well as APEDA officials. He appreciated the wide range of agri products of India on display and encouraged the exporters to tap the European market.





## VALUABLE FEEDBACK FROM AMBASSADOR

The scale, quality design and layout of the pavilions, the branding at the pavilion and outside is ~~an~~ excellent and shows continuous improvement. I am especially pleased to see a large number of startups and young entrepreneurs represented here. The range of products on display is very impressive. India's presence is among the best. I am confident that our exports will continue to grow rapidly.

Javed Ashraf  
Ambassador of India  
to France



- Ms. Monika Gaur, Deputy Secretary, Ministry of Commerce, visited the APEDA India pavilion on 20th October 2024 and interacted with the participant co-exhibitors as well as APEDA officials.





## **Promotional Activities**

Exclusive promotion of Banana, Basmati Rice, Alcoholic Beverages, was organized at APEDA India pavilion during Sial 2024 event.





# Wine Sampling





## **Biryani Sampling**





## **Mascot**



## **Indian classical dance**





## Henna Art



## Turmeric Latte





## Giveaways



## Fridge Magnets



## NETWORKING MEET AT PARIS NORDE VILLEPINTE ON 20TH OCTOBER 2024

APEDA in association with Embassy of India, France has organized Networking Meet on 20th October 2024 during SIAL Paris event. Sh Abhishek Dev, Chairman APEDA, Sh Priya Ranjan, Joint Secretary, Ministry of Agriculture, Ms. Monica Gaur, Deputy Secretary, Ministry of Commerce, Dr. Sudhanshu, Secretary, APEDA and Sh. Laurent Noel, Divisional Managing Director, Comexposium (SIAL Organizer) were present during the meeting. 40-50 exhibitors including overseas Buyers attained the networking meet.







APEDA organized meeting with Istanbul Chambers of Commerce and Saudi Export Development Authority to discuss about the issues of Export of Indian Products in Turkey market and Saudi market respectively during SIAL Paris event. The meeting was attended by Ms. Monica Gaur, Deputy Secretary, Ministry of Commerce & Industry

APEDA's involvement in SIAL Paris 2024 underscores its commitment to promoting Indian agricultural and processed food products on a global platform, facilitating export growth and fostering international collaborations.

ITPO, Coconut Board, Spices Board, ASSOCHAM are also participating in this event from Indian side.



## Branding and Publicity

APEDA has promoted brand India at the event venue specifically at entrance at Hall no. 8, hall no.3 and passage of hall no.3.



Apart from this, in collaboration with IBEF, high-level branding and advertising for Indian agro products was carried out, with the theme "GROWN IN INDIA FOR THE WORLD". The branding was made at 42 prominent locations including airport, metro station etc.

# List Of Exhibitors Participated In The Sial Paris 2024

| Sr No. | Name Of Exporter                                | Name of Representative | Email Id                                                                                                                                                     |
|--------|-------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Sarveshwar Foods Limited                        | Deepak Sharma          | <a href="mailto:exports@sarveshwarrice.com">exports@sarveshwarrice.com</a>                                                                                   |
| 2      | Shri Hari Industries                            | Heena Palecha          | <a href="mailto:shriharimtc@yahoo.co.in">shriharimtc@yahoo.co.in</a>                                                                                         |
| 3      | Maha Agricultural Products Pvt. Ltd.            | Pandia Rajan Mani      | <a href="mailto:pandi@mahaagro.in">pandi@mahaagro.in</a>                                                                                                     |
| 4      | Rustam Foods Pvt. Ltd.                          | Qureshi Tuba           | <a href="mailto:rustamfoods@rustamfoods.net">rustamfoods@rustamfoods.net</a><br><a href="mailto:tubaqureshi@rustamfoods.net">tubaqureshi@rustamfoods.net</a> |
| 5      | Sponge Enterprises Pvt. Ltd.                    | Umesh Jain             | <a href="mailto:trade@spongeenterprises.com">trade@spongeenterprises.com</a><br><a href="mailto:info@spongeenterprises.com">info@spongeenterprises.com</a>   |
| 6      | Seahath Canning Company                         | Anis Mohammed          | <a href="mailto:seahath@gmail.com">seahath@gmail.com</a><br><a href="mailto:anis@seahath.com">anis@seahath.com</a>                                           |
| 7      | Bansal Group                                    | Akhil Aggarwal         | <a href="mailto:bansal_group@yahoo.co.in">bansal_group@yahoo.co.in</a>                                                                                       |
| 8      | Sheetal Organic Foods Pvt. Ltd.                 | Deepesh Wadhwani       | <a href="mailto:sheetalorganicfoodspvtltd@gmail.com">sheetalorganicfoodspvtltd@gmail.com</a>                                                                 |
| 9      | Shiv Shakti International                       | Garg Ankur             | <a href="mailto:export@ssibasmati.com">export@ssibasmati.com</a> ;<br><a href="mailto:ankur@ssibasmati.com">ankur@ssibasmati.com</a>                         |
| 10     | Vibhor Exim Pvt. Ltd.                           | Vibhor Bajaj           | <a href="mailto:vibhorexim@gmail.com">vibhorexim@gmail.com</a>                                                                                               |
| 11     | Punjab Riceland Agro Foods Pvt. Ltd.            | Rahul talwar           | <a href="mailto:info@prlagro.com">info@prlagro.com</a>                                                                                                       |
| 12     | Onion Dehydration                               | Darshak Bhut           | <a href="mailto:oniondehydration@gmail.com">oniondehydration@gmail.com</a>                                                                                   |
| 13     | Glistar Food Pvt. Ltd.                          | Dhaval Moliya          | <a href="mailto:dhaval.moliya@gmail.com">dhaval.moliya@gmail.com</a>                                                                                         |
| 14     | Star Rice Land Pvt. Ltd.                        | Sandeep Chhabra        | <a href="mailto:srl@starriceland.com">srl@starriceland.com</a> ;<br><a href="mailto:exports@starriceland.com">exports@starriceland.com</a>                   |
| 15     | Amar International                              | Bhavik Visaria         | <a href="mailto:info@amarintl.in">info@amarintl.in</a>                                                                                                       |
| 16     | Uberry International Pvt. Ltd.                  | Ravi Mohan             | <a href="mailto:mohanuberry@gmail.com">mohanuberry@gmail.com</a><br><a href="mailto:mohan@uberry.in">mohan@uberry.in</a>                                     |
| 17     | Master Belnders (Deejay Distilleries Pvt. Ltd.) | Agnello Sequeira       | <a href="mailto:exports@deejays.in">exports@deejays.in</a>                                                                                                   |

| Sr No. | Name Of Exporter                                 | Name of Representative       | Email Id                                                                                                                                                                                                                                                 |
|--------|--------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 18     | International Agricultural Processing Pvt. Ltd.  | Somanna Mukkatira Kaveriappa | <a href="mailto:sakthivel.p@iap-india.in">sakthivel.p@iap-india.in</a> ;<br><a href="mailto:Aishwarya.K@iap-india.in">Aishwarya.K@iap-india.in</a> ;<br><a href="mailto:somanna@marcatusqed.com">somanna@marcatusqed.com</a>                             |
| 19     | Aditi Foods (India) Pvt. Ltd.                    | Sagar Ugale                  | <a href="mailto:exports@aditifoods.com">exports@aditifoods.com</a> ;<br><a href="mailto:business@aditifoods.com">business@aditifoods.com</a>                                                                                                             |
| 20     | Panicle Worldwide Pvt. Ltd.                      | Saket A Sharma               | <a href="mailto:worldwide.panicle@gmail.com">worldwide.panicle@gmail.com</a> ;<br><a href="mailto:saketsharma@paniclegroup.com">saketsharma@paniclegroup.com</a>                                                                                         |
| 21     | Star Global Multi Ventures Pvt. Ltd.             | Sanjay Sharma                | <a href="mailto:tushar@starglobal.co.in">tushar@starglobal.co.in</a> ;<br><a href="mailto:sanjaysharma@starglobal.co.in">sanjaysharma@starglobal.co.in</a>                                                                                               |
| 22     | Pagariya Food Products Pvt. Ltd.                 | Sathyendra Padiyara Manuru   | <a href="mailto:dheeraj@kwalityspices.com">dheeraj@kwalityspices.com</a><br><a href="mailto:exportlogistics@kwalityspices.com">exportlogistics@kwalityspices.com</a><br><a href="mailto:exportshead@kwalityspices.com">exportshead@kwalityspices.com</a> |
| 23     | Terraglebe Farmers Producer Company Limited      | Patidar Abhishek             | <a href="mailto:patidarabhishek193@gmail.com">patidarabhishek193@gmail.com</a>                                                                                                                                                                           |
| 24     | Diat Agro Holding Pvt. Ltd.                      | Sultania Krishan             | <a href="mailto:krishansultania@gmail.com">krishansultania@gmail.com</a>                                                                                                                                                                                 |
| 25     | Kore International                               | Vinay Jain                   | <a href="mailto:vinay@koreagro.com">vinay@koreagro.com</a>                                                                                                                                                                                               |
| 26     | Goodwill International                           | Shravan Dugad                | <a href="mailto:ajitdugad14@yahoo.com">ajitdugad14@yahoo.com</a> ;<br><a href="mailto:shravan@goodwillinternaional.com">shravan@goodwillinternaional.com</a>                                                                                             |
| 27     | Nexton Foods Pvt. Ltd.                           | Yadav Rajesh                 | <a href="mailto:pradyumna.agrahari@nextonfoods.com">pradyumna.agrahari@nextonfoods.com</a><br><a href="mailto:Yadav.rajesh@nextonfoods.com">Yadav.rajesh@nextonfoods.com</a>                                                                             |
| 28     | Purandar Highlands Farmers Producer Company Ltd. | Rohan Ursal                  | <a href="mailto:purandarhighlands@gmail.com">purandarhighlands@gmail.com</a> ;<br><a href="mailto:director@purandarhighlands.in">director@purandarhighlands.in</a>                                                                                       |
| 29     | Khedut Feeds & Foods Pvt. Ltd.                   | Tushar Dayalal Patel         | <a href="mailto:kfafpl@gmail.com">kfafpl@gmail.com</a> / <a href="mailto:info@khedut.in">info@khedut.in</a><br><a href="mailto:Kfafpl@gmail.com">Kfafpl@gmail.com</a>                                                                                    |
| 30     | Nutricirlce Ltd.                                 | C S Jadhav                   | <a href="mailto:cs.jadhav799@gmail.com">cs.jadhav799@gmail.com</a>                                                                                                                                                                                       |
| 31     | Modern Food Products                             | Bhandari Ami                 | <a href="mailto:shipping@mfpindia.in">shipping@mfpindia.in</a><br><a href="mailto:export1@mfpindia.in">export1@mfpindia.in</a>                                                                                                                           |
| 32     | Ghanshyam Agri Industries                        | Viral Kapadiya               | <a href="mailto:ghanshyamagriindustries@gmail.com">ghanshyamagriindustries@gmail.com</a><br><a href="mailto:info@ghanshyamtraders.com">info@ghanshyamtraders.com</a><br><a href="mailto:export@ghanshyamtraders.com">export@ghanshyamtraders.com</a>     |



| Sr No. | Name Of Exporter                               | Name of Representative            | Email Id                                                                                                                                                                                                                         |
|--------|------------------------------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 33     | Aura Foods                                     | Jay Patel                         | <a href="mailto:aurafoods73@gmail.com">aurafoods73@gmail.com</a>                                                                                                                                                                 |
| 34     | Patson Foods India Pvt. Ltd.                   | Sagar Ugale                       | <a href="mailto:info@patsonfoods.com">info@patsonfoods.com</a><br><a href="mailto:suraj@patsonfoods.com">suraj@patsonfoods.com</a>                                                                                               |
| 35     | Raar Enterprises<br>(Victoria Foods Pvt. Ltd.) | Vandana Madan                     | <a href="mailto:cs@rajdhanigroup.com">cs@rajdhanigroup.com</a><br><a href="mailto:Vandana.madan@rajdhanigroup.com">Vandana.madan@rajdhanigroup.com</a>                                                                           |
| 36     | Zakariya Agro Pvt. Ltd.                        | Bushran Shahid                    | <a href="mailto:zakariyaagropvtltd@gmail.com">zakariyaagropvtltd@gmail.com</a>                                                                                                                                                   |
| 37     | Fusion Dehy Foods And Spices                   | Ghanshyam<br>Kanubhai<br>Kapadiya | <a href="mailto:fusiondehyfoodsspices@gmail.com">fusiondehyfoodsspices@gmail.com</a><br><a href="mailto:shyam.kapadiya14@gmail.com">shyam.kapadiya14@gmail.com</a>                                                               |
| 38     | Niva Nutrifoods Llp                            | Deep Trivedi                      | nivanutrifoods@gmail.com<br>deep.trivedi@nivanutri.com                                                                                                                                                                           |
| 39     | JM Gourmet                                     | Atul Gupta                        | <a href="mailto:atul.gupta@jmgourmet.in">atul.gupta@jmgourmet.in</a> ;<br><a href="mailto:atul@bonviesnacks.com">atul@bonviesnacks.com</a> ;<br><a href="mailto:aayush.gupta@bonviesnacks.com">aayush.gupta@bonviesnacks.com</a> |
| 40     | Kohinoor Foods Industries                      | Jalpesh Khodifad                  | info@kohinoorfoodindustries.com                                                                                                                                                                                                  |
| 41     | Nature Rich Foods                              | Shravan Dugad                     | <a href="mailto:naturerichfoods@gmail.com">naturerichfoods@gmail.com</a>                                                                                                                                                         |
| 42     | Delicious Food                                 | Senta Divyesh                     | <a href="mailto:info@deliciousfood.net.in">info@deliciousfood.net.in</a><br><a href="mailto:sales@deliciousfood.net.in">sales@deliciousfood.net.in</a>                                                                           |
| 43     | New Indian Dehydrates                          | Ankit Senta                       | <a href="mailto:newindiandehydrates@gmail.com">newindiandehydrates@gmail.com</a><br><a href="mailto:ankit@newindiandehydrates.com">ankit@newindiandehydrates.com</a>                                                             |
| 44     | Sunder Biscuit Industries                      | Vikram Sethiya                    | <a href="mailto:VS@sunderbiscuit.com">VS@sunderbiscuit.com</a><br>export@sunderbiscuit.com                                                                                                                                       |
| 45     | Rainbow Expochem Company                       | Jaydip Bhut                       | <a href="mailto:info@rainbowexpochem.com">info@rainbowexpochem.com</a>                                                                                                                                                           |



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नियति विकास प्राधिकरण  
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

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