

**APEDA'S REPORT ON PARTICIPATION IN WORLD FOOD MOSCOW
2011 HELD AT EXPOCENTRE KRESNAYA PRESNAYA, MOSCOW
DURING 13-16TH SEPTEMBER 2011**

APEDA participated in World Food Moscow 2011 held at ExpoCentre during 13th to 16th September 2011.

APEDA had taken a pavilion space of 45.5 Sq Metres in Pavilion 2 Hall NO 1 with Booth NO B-217. The event is organized by ITE Group and this was the 20th edition of the event.

The exhibition featured product sectors like fruits and vegetables, fish and seafood, drinks, oil, fats and sauces, frozen and convenience foods, tea and coffee, confectionery, meat and poultry, dairy products, canned foods, and grocery products.

From India, apart from APEDA, Tea Board represented by Mr Joydip Biswas, Dy Director Tea Promotion, Cashew Export Promotion Council of India represented by Ms P Supriya Trade Promotion Officer Coffee Board represented by Dr Manoj Kumar Mishra, Plant Breeder and Mr MS Kalaria, Under Secretary, DoC, also participated independently.

M/s Allanasons represented by Mr Afzal Aziz, President International Business Development, Processed foods Division, Mr Nasser Shaikh, Director and Mr Anupam Varvaria, General Manager, M /s Unicorn Biotech represented by Mr Sanjay Sanghani, Shimla Hills represented by Mr Sharma and Ms Pooja Yash Thakur, Karutri Foods Pvt Ltd represented by Mr Subrata Mandal, CEO and Mr Ayan Dasgupta, Manager, Shanti Tea Exports Pvt Ltd represented by Mr Deepak Kumar Gupta and Mr Ajit Kumar Gupta, M/s Bush Foods Overseas Pvt Ltd represented by Mr Vinod Sirohi, Director & CFO, Mr Olive Chafer, UK CEO , and Ms Neha Arora, Sr Manager Marketing and Sales (Modern Trade) were the other independent participants.

APEDA had mobilized participation from 14 exporters as follows:

1. Mr Tushar Tomar – Khedut
2. Mr Priyank Agarwal, Mr Sharma, Khushi foods
3. Mr Arvind Kulshrestha – Nature's One Holland
4. Mr Anand Moanbhai Senta- Shreeji Foods
5. Mr V Varada Raju, Rajshree Commercials
6. Mr Ajai Bisaria, Surya Agro Foods,
7. Mr KK Pillai, Nikasu Frozen Foods
8. Mr Jitender Patel, Bharat Bazar representing LT Foods Overseas
9. Mr Haider Meghani, Natural Dehydrates
10. Mr Sanjay Sanghani, Unicorn Foods
11. Mr Madhusudan, Vishal Natural Food Products (I) Pvt Ltd
12. Mr Shailesh Patel, Akash Enterprises
13. Mr Rajesh, Hi Dairy Products
14. Mr Jital Patel, Sanghar Exports



A VIEW OF THE APEDA PAVILION WITH SOME PARTICIPATING EXPORTER MEMBERS

The last three exporters could not participate since they did not get visas in time. M/s Natural Dehydrates and Unicorn Foods also had taken independent stands of their own in the exhibition.

Samples of M/s Kohinoor Foods, MTR Frozen foods were also displayed at APEDA pavilion.

On 13th September 2011, the first day of the exhibition, Mr Anil Trigunayat, Deputy Chief of Mission and Mrs Madhumita Hazarika, first Secretary, Embassy of India, Moscow visited the APEDA pavilion and had a brief interaction with the APEDA official and exporters. For assisting APEDA and exporters with the language, we had engaged Interpreter-Maria for 13-16th September 2011 and an additional interpreter Ms Elena on 15th September 2011 due to heavy rush. We had earlier approached the organizers on 12th for interpreter but they were unable to provide one and hence we could manage the interpreter through other sources @ Euros 95/day of service.

H.E. the Ambassador of India in Moscow, Mr Ajai Malhotra had invited Chairman, APEDA for a meeting at 10 AM on 14th September, 2011. Accordingly, Mr Asit Tripathy, Chairman APEDA and Mr Vinod K Kaul, Deputy General Manager, APEDA visited Embassy of India for the meeting where Mrs Madhumita Hazarika, First Secretary was also present.

Ahead of the meeting a brief discussion was held with Deputy Chief of Mission, Mr Anil Trigunayat.

In the meeting with DCM, he was informed about the status of exports of APEDA products from India to the Russian Federation. It was mentioned that as compared to a total export of Rs 196.70 Crs in 2009-10 the data for April-December, 2010 shows an encouraging trend with exports already registered at Rs 186.43 Crs. Therefore by the financial year end the export would have overshoot the 2009-10 level. Guar gum is the largest product with a turn over of Rs 75 Crs, Dried and preserved vegetables at Rs 47 Crs and other processed fruits and vegetables at Rs 36 Crs following next in order. Mr Trigunayat mentioned that import of Guar gum and sesame seeds have registered an increase but import in jute bags is not allowed in the Russian Federation. He further mentioned that there are about 13000 Indian expatriates in Russia most of whom are students with not much of purchasing power. He cited the possibility of Indian investments with buy back arrangement in the areas of food processing and farming in Russia and suggested that these areas should be looked into seriously.

Chairman, APEDA mentioned that the focus areas of export into the Russian Federation are foreseen as buffalo meat, basmati rice, guar gum, gherkins and mango pulp. It was stated that for opening up the Russian market for Indian buffalo meat in accordance with the protocol of the 15th Session of the Indo-Russia Joint Working Group on Trade and Economic Cooperation, an invitation was sent to FSVPS to send a team to India for inspection of the processing plants. The invitation has been revised several times but despite the indication from FSVPS to visit India in December 2010 and subsequently in July 2011, the visit is yet to be undertaken. All information desired by FSVPS on this account has been forwarded. Mr Trigunayat stated that the matter about buffalo meat would be taken up in the Inter Governmental Council meeting scheduled to be held in November 2011. Mr Trigunayat also mentioned that efforts should be made to have a broader India Pavilion with all Indian participants under one roof.

Thereafter, meeting with H.E. the Ambassador, Mr Ajai Malhotra was held where Mrs Madhumita Hazarika, First Secretary (Eco & Com) was also present. Chairman, APEDA briefed His Excellency about the participation of APEDA in the World Food Moscow 2011 and the potential items of export from India to the Russian Federation. H.E. mentioned that there is good potential for Mango, Basmati Rice and Wine in the Russian Federation. He stated that APEDA should plan a Basmati rice-cum-wine promotion in November, 2011 when Mr SM Krishna, Hon'ble External Affairs Minister and Mr Anand Sharma, the Hon'ble C&IM are visiting Russia (on 10.11.2011) He further stated that a mango promotion program should be organized sometime during June 2012. The Embassy of India would coordinate with 50 prospective customers and super markets with Media coverage for the purpose.

Chairman, APEDA stated that Russia has not allowed market access for Indian bovine meat on the pretext of prevalence of Foot and Mouth Disease (FMD). He mentioned that the FSVPS needs to be convinced that a stray incident should not hamper trade since India followed OIE guidelines which permit export on de-boned and de-glanded meat from even FMD infested areas. H.E. mentioned that this matter could be taken up with FSVPS appropriately. He further mentioned that Gherkins is also an important product for the Russian market. It was further mentioned that walnuts could also be considered but Chairman APEDA stated that current production is a bottleneck.

It was therefore decided that APEDA would organize a promotion program with wine as main these and a combination Basmati rice biryani and gherkins on brown bread etc would be taste sampled during such an event.

The exhibition commenced at 1000 h on 13th September 2011 APEDA pavilion was tastefully decorated with posters and 13 counters for individual exporters. The products on display were dried and dehydrated onion flakes, onion powder, potato powder, tomato powder, juices, snack items of various kinds, biscuits, gherkins, mango pulp, groundnuts, ready-to-eat preparations, rice products etc. Though on the first day general visitors outnumbered serious business interests, on second and third day larger number of business interests visited the exhibition. Mr Anil Trigunayat DCM and Mrs Madhumita Hazarika Bhagat, First Secretary (Eco & Com), Embassy of India, Moscow visited the APEDA pavilion and had brief interaction with the exporters present.

On 14th evening H.E. the Ambassador, Mr Ajai Malhotra also visited the APEDA pavilion where he was greeting with a bouquet. He saw the products on display and interacted with participants. He was pleased with the overall display and presentation of the APEDA pavilion. H.E. was kind enough to have recorded on the Visitors Book at the APEDA pavilion as follows:

Quote

APEDA has a very wide range of quality agricultural products that have a good demand on the Russian market. Please count on the committed support of the Indian Embassy in Moscow in boosting our exports of such products to the Russian Federation.

Unquote



H.E. THE AMBASSADOR, MR AJAI MALHOTRA BEING WELCOMED BY CHAIRMAN APEDA, MR ASIT TRIPATHY WITH A BOUQUET



H.E. THE AMBASSADOR, MR AJAI MALHOTRA AND MRS MADHUMITA HAZARIKA BHAGAT, FIRST SECRETARY AT THE APEDA PAVILLION

Mr Siddharth, Joint Secretary, Department of Commerce and Chairman, Tea Board also visited the APEDA pavilion on 15th September, 2011 evening.

During the participation the EOI was requested to provide us information about import duty in the Russian Federation on biscuits, fruit based beverages including juices and confectionery and chocolates.

Mr Balaji Mazumdar promptly helped us in providing the information as follows:

- a) On sugar confectionery the import duty is 20% of value but not less than 0.25 Euros/Kg
- b) On chocolates the duty is 20% of C&F value but not less than 0.60 Euros/Kg
- c) On biscuits the duty is 15% of value but not less than 0.15 Euros/Kg
- d) On juices the duty is 15% of value but not less than 0.70 Euros/litre

Over and above a VAT of 18% is levied on all products.

During the event the following are enquiries/contacts generated at APEDA counter. This is over and above the enquiries that individual exporters generated.

SN	Contact Details	Products/area of interest
1.	<p>Mr Daniel R Reitsma , Commercial Director, All American Foods LLC (AA Foods), Av Jesus del Monte 41, Parque Interlomas-Suite 22, Colonia Jesus del Monte, Interlomas 52764 , Mexico</p> <p>Tel: +52 56 2247 5102 Cell: +52(1) 55 3600 3254 Email: dr@easyfoodscomp.com Website: easyfoodscomp.com</p> <p>USA office: 2314 Gravel Drive, Riverbend Business Park, Fort Worth, Texas, 76118 , USA</p>	Looking for Pinto beans in big volumes in 20/25 Kg bags for African and Mexican markets
2.	<p>Mr Alexander Volker, Monolith Sud GmbH, Hertzstr 3/1 D 710483 Herrenberg, Germany</p> <p>Tel: + 49 7032 91 78 22 Fax: + 49 7032 91 78 19 Mob: + 49 151 27 60 93 01 Email: a.voelker@monolith-gruppe.com</p>	Looking for Guavas and Gherkins

SN	Contact Details	Products/area of interest
3.	<p>Mr Alexander N Starostin, General Director, Zolotaya Seredina Ltd, of 502,, 75, bld, 11, Fridrih Engels Str, Moscow 105082, Russia</p> <p>Tel: + 7 495 229 8614 Mob" +7 903 798 5463 Email: starostin@zsmeat.com</p>	Looking for frozen fruits and vegetables
4.	<p>Mr Hansahat Begjanov, Director Company GOSLY 131, district, 5 sector, 2238 str, vien a file "Hovdan" , Berzengi, Ashgabat c 744036 , Turkmenistan</p> <p>TeL: +99312 489881/489374 Fax: +99312 489488/488596 Mob: +99365037017 Email: aturkmenistan@online.tm</p>	Looking for RTE Chicken products
5.	<p>Mr Andrey Vagin, Product Manager, Category Management Dep-t, FIXprice, Pobedy Stret 11, Khimki, Moscow region, 141401 Russia</p> <p>Tel: +7 495 6660495 2698 Fax: +7 495 6660495/497 X 2524 Mob: +7465 4225877 Email: avagin@invproject.ru</p>	<p>Owns 230 retails shops including 50 in Moscow</p> <p>Looking for products of Agro Foods</p>
6.	<p>Mr Shljapuzhnikova Eudgenija, Assistant of Logistics department (Improt, delivery, stock) Trading House "VK" , 7 Zemlyanoy val, Moscow 105064, Russia</p> <p>Tel: +7495 6410104 X 123 Email: assistant@vietcong.ru Web: www.vietcong.ru</p>	Looking for Gherkins
7.	<p>Ms Pavlova Alexandra, TC Agrosindikat 196240 Russia, Saint Petersburg, Kubinskaya 75/1 Mob : +7 911 2204940 Tel: +7812 3295364/9430583 Email: aw@agrosindikat.com Web: www.agrosindikat.com</p>	Looking for Gherkins

SN	Contact Details	Products/area of interest
8.	Mr Mikhail Rudnev, Finance Director Group of Companies "Far Post" 693000, Russia Sakhalin Region, Yuzhno Sakhalinsk Communistgicheskyy avenue 21 Office 303 Tel: +7914 756 5535 Tel/fax: +8 4242 22 79 91 E,mail: 265535@far-post.biz Web: far-post.biz	Looking for distribution for MTR RTE products
9.	Mr Syrov Beker M/s Indian village Kyrgyzstan Tel: +996 772 571506/ +996 555 336833 Web: www.indianvillage.com.kg	Looking for spices, MTR products etc.
10.	M/s OOO Pivko Vitalkity Milutin Russia Tel: ++7 3452 388373 + 7 3452 295242 email: pivko072@rambler.ru	Looking for peanuts, pistachios
11.	OOO Tippcmune i.ellockoa Tel: +8905 711 1525 Email: 7111525@mail.ru	Looking for processed food items

The other major visitors at the APEDA Pavillion were :

SN	Contact Details	Area of interest
1.	Mr Deepak Singh, Director, Kapi Exports (P) Limited Sadovaya, House 5, Moscow Tel: +7 495 988 8274 Mob: +8 926 1112154 Email: kapi-moscow@mail.ru India address: C Block 13, Sector 40 NOIDA Tel: +0120 2500872 Fax: 0120-2579652 Mob: 98 114 20100 Mob " 99 718 84849 Email": kapiexp@yahoo.co.in	An APEDA registered exporter exporting groundnuts and sesame seeds to Russia

SN	Contact Details	Area of interest
2.	<p>Mr Niraj Kumar, Managing Director, JSC:VIAL IZENTER" , Leninskiy prospect 148, Office 53, Russia, Moscow 119571</p> <p>Tel: +7495 434 5168 Fax": +7 495 434 3257 Mob: +7 985 762 0866</p> <p>India Tel: 99 452 09556 Europe Tel: +372 532 53804 Email: niraj@snvexports.com Web: www.snvexports.com</p>	-
3.	<p>Mr Kornilov Boris, Departemnt of Strategic Devleopment, PO Box No 46, Dolgoprydny, Moscow region, 141 701, Russia</p> <p>Tel" +7495 42842 (138) +7800 2000435 (138) Mob" +7905 5514558 Email: kornilov_b@gek.ru Email: borisdr@ya.ru Web: www.gek.ru</p>	
4.	<p>Ms Aynur Meric /Mr Andy Burnan/ Mr Vicky Aitken/ Mr Tamas Szuts, Sales and Event Manager, Food & Packaging ITE Group plc, 105 Salusbury Road,London, NW 6 6RG UK Tel: 00-44-20-7596/5093/5000 Fax: 00-44-20 7596 5113/5111 Email: tamas.szuts@ite- exhibitions.com Website: www.food-exhibitions.com</p>	<p>They are from the organizers of the World Food Moscow 2011 and evinced keen interest in Indian products on display</p> <p>Mr Tamas met with a catalogue of food exhibitions in which APEDA may be interested. The list is placed at Annexure-1. They specifically recommended Ingredients Russia in Moscow during 13-16 March, 2012 as a significant event</p>

SN	Contact Details	Area of interest
5.	Mr Alexei German, Corporate Account Executive, Global Works, 1G, Minskaya Ulitsa bld 1, Office 61 Moscow, Russia 119590 Tel: +7495 7889723 Email: agerman@globalworks.ru	An event management company that can help in promotional activities
6.	Mr Oleg Lojechkin, Key Account Manager Albatross city, Media Communications Agency, 119079, Russia, Moscow, Leninski av 1, Office 1105 Rmoscow, Russia Tel: +7495 959 9286 +7495 959 9250/988 8057 Mob: +7 916 117 6634 Email: lojechkin@albatrosadv.ru Web: ww.albatrosadv.ru	A media communication agency who could be useful in Our future engagements in Russia such as promotional programmes
7.	Mr Grechishnikov Tel: +7495 607 0776/6077357 Mob: +79166532283 Email: grechishnikov@sesp.ru Website: www./sespb.ru	An agency that can help in matters like customs, duties, transportation and other logistics
8.	Ms Ilyenkova Elena Aleksandrovna Sales Director SLG Operating, Smart Logistic Grpoup 142000, Moscow Region of Domodedovo Northern districtd, Logistcheskay street 1/14, Moscow. Tel" +74955105000X 136 Fax: +7495 5101551 Mob: +7903 2673115 Email: ilyenkova@slg.ru Www.slg.ru	A transport logistics agency
9.	Ms Evgenia Nikolaeva, International Sales Manager, Transport, Food and Cultural Events, RESTEC Exhibition Company 12 Petrozavodskaya Str, St Petersburg, 197110, Russia Tel/fax: _+7812 303 8666 Email: transacon@restec.ru Website: www.restec.ru	A promotional agency with direct access to multimillion consumer market of North-west – buyers, suppliers, retailers, and investors . She recommended strongly in favour of APEDA's participation in Interfood 2012 scheduled during 3-5 April, 2012 (Annexure-2)

SN	Contact Details	Area of interest
10	<p>Ms Elly Habt, Project Director, Turret Mmedia of the SIAL Group, twofour 54, building 4, Level 4, Office 406, Po Boix NO 77806, Abu Dhabi, UAE</p> <p>Mobile : +33618319402/ Mobile UAE +971505033686 Tel: +33176772016 Fax: +33 153 30 9504 Email: elly.habt@turretme.com Website: www.sialme.com</p>	<p>Regarding participation of APEDA in SIAL exhibitions like :</p> <p>a) SIAL 2011 Middle East at Abu Dhabi during 21-23 November, 2011</p> <p>b) SIAL China 2012 at Shanghai during 9-11 May, 2012.</p> <p>c) SIAL Brazil 2012 at Sau Paolo during 25-28 June, 2012.</p> <p>Brochures at Annexure-3.</p>
11.	<p>Vita Media Mob +7985 235 04 78 Email: Shahova@vcitamedia.ru Website: www.vitamediagroup.ru</p>	<p>Promotional agency that could be of help in future events</p>

Apart from the above there were numerous visitors who tasted the snack items at the APEDA pavilion and evinced keen interest in the taste of products like biscuits, snacks etc.

On 16th September, Embassy of India, Moscow at the Embassy premises of all Indian participants, convened evening a meeting. Officers from Tea Board, Cashew Export Promotion Council, APEDA and its exporters were present during the meeting. Embassy had also invited a presentation from Al Rosa Group of Russia and a few other importers and a representative of the Ministry of Agriculture. Mrs Madhumita Hazarika, First Secretary (Eco & Com) delivered the welcome note, which was followed by an address by Mr Anil Trigunayat, DCM who spoke about the very cordial relations between India and Russia. He also emphasized that serious trade is the need of the hour.

After this, Mr Vinod K Kaul, Deputy General Manager, APEDA was invited to speak. Mr Kaul welcomed all participants and thanked the Embassy of India for its wholehearted support during the participation in the event. He talked about the difficulty faced by some exporters in getting visa and thus they could not attend. He also mentioned that though there is a clear protocol under which groundnut, rice and sesame seeds exported from India to Russia are to be accompanied by a Certificate of y in the mutually agreed format. Despite M/s Khedut Feeds and Foods Pvt Ltd having provided samples with the Certificate of Quality from a recognized laboratory the Russian Custom Authorities did not permit even samples for display? Mr Alok Bisaria of Surya Agro Foods thanked the Embassy of India for all the help in getting visas for the visit

and also mentioned that it is an enlightening experience for the exporters when H.E. the Ambassador of India and other Senior Embassy officials paid a visit to the APEDA pavilion. Mr KK Pillai of Nikasu Frozen Foods, while thanking one and all, for the support in participation in the event, suggested that the Embassy of India might regularly maintain samples and product literature for ready offering to any visiting business interests in future. The suggestion was welcome.

On-spot Feedback collected from participating exporters:

1. **Khushi Foods Pvt Ltd- Mr Rajendra Sharma:** We are happy with the overall presentation of the APEDA pavilion and cooperation received from APEDA. Mr Rajendra Kumar Sharma and Mr Priyank Agarwal have participated in this event with APEDA. The visit of H.E. Ambassador and other Embassy officials was encouraging and enlightening. APEDA was very helpful in our participation in the event. We see good and growing market for dehydrated vegetables. We are already supplying to Russia but we have never before met the importers. APEDA has provided us the platform for such meetings, which has enticed the importers in developing their trust in our products. Some buyers are now keen to meet us personally in Moscow and St Petersburg. This will certainly help us in boosting our exports. We are currently exporting 2-3 containers per month to Russia but now (about 75 tonnes per month); we foresee a growth to double the current trend ((About 150 tonnes). Some new buyers have also met us and business is likely to grow in future also. Khushi Foods Pvt Ltd would be more than willing to participate in any future fairs worldwide through APEDA. Russia has better potential and payment problems faced in the past have also phased out a bit.



MR PRIYANK AGARWAL AND MR RAJENDRABHAI SHARMA REPRESENTED KHUSHI FOODS PVT LTD AT THE APEDA PAVILLION

2. **M/s Nikasu Frozen Foods – Mr KK Pillai:** We displayed frozen ready to eat snacks like samosas, spring roll, roti, idli/dosa, some vegetables, and dried products like banana chips, jackfruit chips, mixtures etc. The stall arrangements and the Government support from India, and APEDA in particular, Chairman, Mr Asit Tripathy and Deputy General Manager, Mr Vinod Kaul and their very supportive and helpful attitude. It was an enlightening experience to be introduced to H.E. The Ambassador of India and the interest evinced by H.E in understanding the product details of each exhibitor. We do hope that Russia is having a potential outlets which have to be tapped in due course. As far as I am concerned, some of my products have acceptance but demonstration has to be given on a promotional basis and there should be an Indian tasting promotion program with details of the products. I have already identified one support me in is market will accept our produces. We are certainly interested in continuing the exercise by enjoying participation with APEDA in the future events also.



MR KK PILLAI REPRESENTED NIKASU FROZEN FOODS WHOSE PRODUCTS ARE BEING APPRECIATED BY H.R. THE AMBASSADOR OF INDIA

3. **M/s Rajshree Commercials and Industrial Company Pvt Ltd – Mr V Varada Raju-** We, participating for the first time in an exhibition in Russia, displayed all the jar products of Gherkins, Cherry tomatoes, Jalapenos, baby corns and assorties. I had very good enquiries from customers especially people looking at the banner of India with the flag. It was being recognized as an Indian product and Gherkins – India has the

best quality in terms of AGRI production and product processing. The crunchiness of Indian gherkins is well accepted by the Europeans including Russians. It got an immense exposure in participating in the exhibition and a very good feedback from the customers visiting the exhibition as well as good cooperation from APEDA.



MR V VARADA RAJU REPRESENTED M/S RAJSHREE COMMERCIALS PVT LTD

4. **Nature's First Holland- Mr Arvind Kulshrestha-** APEDA support and help is appreciated. Had a nice discussion and gained some knowledge from Chairman, APEDA. I could revive my old contacts and for future we definitely want to participate with APEDA as in Moscow people come with India as a brand name rather than a separate company. APEDA stand had visitors asking for details about non-APEDA products like tea, cashew etc. APEDA must participate regularly in this event since APEDA has become an India brand image in Moscow. Other Commodity Boards also mentioned that they would have liked their space to be close to APEDA.



MR ARVIND KULSRESHTHA OF NATURE'S FIRST HOLLAND EXPLAINING TO H.E. THE AMBASSADOR ABOUT ASEPTICALLY PACKAGED PRODUCTS DISPLAYED BY THE COMPANY

5. **Shreeji Protein** - Mr Arvind Mohanbhai Senta- The location chosen by APEDA for participation in the event was very good. We displayed products like peanuts, dehydrated onion, flakes, powders, granules etc. Compared to my participation in this event in 2008 I received larger number of enquiries this year. Larger space for meeting with the importers may be considered in future. Since the space provided to individual companies was open which leads to some issues with adjacent competitors. Mr Kaul's assistance and help in obtaining visa and other activities is appreciated. We got additional new contacts over and above our existing buyers, which is certainly likely to enhance and boost our business in Russia. We would be very happy to participate in any future editions of this event.



MR ARVIND MOHANBHAI SENTA REPRESENTED M/S SHREEJI PROTEINS

6. **Surya Agro Foods** – Mr Alok Bisaria: The company is looking to open up new markets in Russia and CIS countries. Therefore, we participated in this event. We displayed products like biscuits, juices and drinks. We appreciate the cooperation and support extended by APEDA. It is observed that there is generally a lack of serious buyers visiting the show. The response to the products by the visitors at large is fairly positive towards the taste of the products displayed and by the company. We would like to again take support of APEDA in participation in such events in future.



MR ALOK BISARIA REPRESENTING SURYA AGRO DISCUSSING HIS PRODUCT RANGE WITH H.E. AMBASSADOR OF INDIA , MR AJAI MALHOTRA AND CHIARMAN, APEDA, MR ASIT TRIPATHY

7. **M/s Vishal Natural Food Products** - Mr PS Madhusudan: Participation in an exhibition like this will makes a company be known to foreign traders/buyers. This is our first participation in an event in Russia. We displayed products like Gherkins, Cherry tomatoes, and baby corn. What we found is that the customers with whom we had interacted through emails were able to meet us in person and understand our seriousness in doing business. There were some new contacts that came up during the participation and also allowed us to understand their needs better. We have been exporting small quantities to Russia indirectly through agents but participation in World Food Moscow has given us the confidence to go in for direct exports. We would like to repeat our participation in the next edition of the event also.



**MR MADHUSUDAN OF VISHAL NATURALS (EXTREME LEFT)
DISCUSSING HIS PRODUCT RANGE WITH H.E. AMBASSADOR OF
INDIA**

8. **M/s Khedut Feeds & Foods – Mr Tushar Tomar:** The stall decoration etc needs to be on a larger scale and with better designing in future. It is our first participation in Russia and we displayed products like peanuts. Experience has been good and we received good response from importers in Russia. APEDA staff and interpreters were very cooperative and we enjoyed working with them. Maintenance and cleanliness of the stand and discipline was very good. We would be interested in participating in this fair in its future edition with APEDA. We got important business leads from this exhibition, which will definitely upgrade the quality of Indian peanuts to stand competition in global market. We look forward to further future participations with APEDA.



MR TUSHAR TOMAR REPRESENTING KHEDUT FEEDS AND FOODS EXPLAINING TO H.E. THE AMBASSADOR ABOUT THE DEHYDRATED ONION PRODUCTS

9. **Unicorn Pickles-** Mr Sanjay Sanghani: The fair is interesting because there is large number of visitors on 2nd and 3rd day of the event. Arrangements are nice and everything is as expected. I am very impressed with then professional manner in which our samples have been displayed along with catalogues and visitors are being attended to. Look forward to future participation through APEDA.



**MR SANJAY SANGHANI AT THE COUNTER OF UNICORN BIOTECH
AT THE APEDA PAVILLION**

The issue concerning issuance of visas: While APEDA requested the organizers of the exhibition-ITE Group for issuance of invitations letters to respective participants which could be helpful in obtaining visas, they mentioned that they do not issue such letter but on our persistence, they issued a common letter regarding participation of the APEDA officials and exporters in the World Food Moscow without any recommendation to the Embassy of the Russian Federation in New Delhi/Mumbai/Kolkatta/Chennai for issuance of Visas. The Embassy on the other hand did not issue visas despite a note verbale issued by the Ministry of External Affairs and insisted non a recommendation letter from the Ministry of Foreign Affairs from Moscow. On our requested the Embassy of India very expeditiously issued the note verbale to the Ministry of Foreign Affairs in Moscow and faxed a copy to the Embassy of the Russian Federation. Only after this were visas issued. However, some exporters still did not get visas in Kolkatta, Mumbai and they could thus not participate. Such difficulties prove a deterrent in smooth participation in a potential market like Russia.

The issue concerning samples: Clearance of samples for despatch from India of groundnuts and rice-based products was a problem. Despite our having emailed the details about the requirements of Certificate of Quality for groundnuts and stating that for rice products there is no such requirement, the samples of groundnuts from Khedut were not allowed to

be despatched. The appears to be a contravention of mutually agreed protocol in this regard between the Indian and Russian side and needs to be resolved.

Conclusion:

Russian market is strategically important for India's exports and consumers visiting the APEDA pavilion showed very keen interest since they liked the taste of various Indian snack and processed food items.

There is a strong need for organizing taste sampling campaign of high potential products in the Russian market on a repeat cycle basis so that a strong recall memory could be created in the ethnic consumers. There are a large number of Indian students in Russia but they do not constitute a major market per se due to limited purchasing power capacity. Therefore, the need for generating strong taste for Indian products amongst the ethnic consumers in Russia. While the Indian Embassy in Moscow could assist APEDA in providing contacts of reliable importers and regulatory requirements for importation of products from India, exporters could also create awareness about their products by sending their profiles and product literature to the Indian Embassy. The Embassy would display these brochures appropriately for dissemination amongst visiting business interests.

APEDA must participate in more food fairs in Russia and CIS on a regular basis for fulfilling the above objective and also to understand the logistical and regulatory requirements of Russia.

