

APEDA

@



26 February - 2 March 2017
DUBAI WORLD TRACE CENTER



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APEDA

APEDA'S PARTICIPATION REPORT

GULFOOD 2017

26 February – 2 March, 2017

- 1. Place and venue: Dubai World Trade Centre, UAE**
- 2. Date of the event: 26 February - 2 March, 2017**
- 3. General description about the event / trade fair**

Gulfood is the world's largest annual food & beverage exhibition, welcoming F&B professionals from all corners of the globe to meet for 5 days of business within this central hub for international trade and commerce. Launched as a biennial event in 1987, the exhibition has grown to promote F&B trade between more than 120 countries annually, enabling 5000 providers of raw materials and ingredients to showcase the tastes, trends and innovations that are shaping the future of food and beverage consumption worldwide.

95,000+ Trade attendees
60% International attendees
40% UAE attendees
120+ Trading countries

Gulfood is a business to business trade exhibition that is professionally managed and hosted by the Dubai World Trade Centre (DWTC). With three decades of experience in delivering world-class events and an ongoing commitment to commerce and innovation within the exhibition industry, DWTC are recognized as a key driver of tourism growth throughout the MENA region.

- Beverages
- Dairy
- Meat & Poultry
- Pulses, Grains & Cereals
- Fats & Oils
- World Food
- Power Brand
- Health, Wellness and Free-From Products

4. **APEDA stand details viz. area, location etc.**

Government have approved APEDA's participation in the **GULFOOD 2017** being held at **Dubai World Trade Centre, UAE.**

For India Pavilion APEDA has taken a total space of 708 sq.mtrs. space for organizing its participation during the event. This area has been divided into two sections, namely "*APEDA – World Food*" and "*AIREA – Rice*", spread across two halls, Saeed Trade Arena and Za'abeel Hall 3.

APEDA Theme Area was set up in Sheikh Saeed Trade Arena over an area of 360 sq.mtrs. 33 exporters have participated in the event. APEDA has displayed a range of Frozen Products and Meat, Beverages, Spices, Pickles, Juices and various processed Foods.

AIREA Theme Area was set up in Za'abeel Hall 3 over an area of 348 sq.mtrs. 31 exporters have participated in the Rice Arena. AIREA has displayed a range of various Rice grains and products.

5. **Individual Stalls :**

All the individual stalls were made using Wooden structure and fascia displaying the names of the companies with the Brand logos of APEDA.

All the stalls were provided with high lighted reception cum display counter and with shelves on the panels for the display of their products. They were provided with high quality & high power lights for better visibility. Each stall had a high India branding on digital vinyl print that was highly lighted from the top and was running over the whole pavilion to give it a larger INDIA look.

Following companies participated under APEDA in Saeed Trade Arena:-

S-B4 & S-C3	APEDA THEME AREA
	AGRICULTURAL AND PROCESSED FOOD PRODUCTS
S-C7	EXPORT DEVELOPMENT AUTHORITY
S-C9	AL-QURESH EXPORT
S-C13	APSARA FOOD INDUSTRIES
S-C15	AUSTIN FOODS & BEVERAGES PVT. LTD
S-C19	BHIKHARAM CHANDMAL BHUJIAWALA PVT. LTD
S-C21	EARTHLING
S-C23	EVEXIA NATRITIONAL PVT LTD
S-C27	DEHLAVI BY CHOKHI DHANI GROUP
S-B28	ELMAC FOODS
S-B24	GEEWIN EXIM INDIA
S-B22	GOOD DAY FOODS PVT LTD
S-B20	HARMILAPI IMPEX
S-B16	HIMALYA INTERNATIONAL LTD
S-B14	INDIES GLOBAL FOODS PRIVATE LIMITED, INDIA
S-B10	ISCON BALAJI FOODS PVT LTD
S-B8	PUNJAB MARKFED & METEL TRADING LLC

S-B3	TGS FOODZ PVT. LTD
S-B7	MEHROTRA CONSUMER PRODUCTS PVT. LTD
S-B9	MERRYFOOD
S-B13	MODERN AGRO FOODS
S-B15	NAKODA GROUP OF INDUSTRIES PVT. LTD
S-B19	RAYBAN FOODS PVT. LTD. (PLANT-146)
S-B21	R-PURE AGRO PRODUCTS (P) LTD.
S-B23	SARAH FOODS
S-B27	FALAK FROZEN FOOD EXPORTS
S-A28	GAJANAND FOODS PVT LTD
S-A24	SARJENA FOODS PVT LTD - BAKERSTREET
S-A22	ABC RAISINS (INDIA)
S-A20	MANNA FOODS
S-A16	STC INDIA PVT. PVT
S-A14	TASTEL FINE FOOD PVT LTD
S-A10	TRIMURTI CORNS AGRO FOODS PVT LTD
S-A8	UNITED FOODS / FIVESTAR DEHYDRATION PVT. LTD
S-A4	MALA'S FRUIT PRODUCTS

Following companies participated under APEDA in Za'abeel Hall 3:-

Z3-A39	ALL INDIA RICE EXPORTERS ASSOCIATION
Z3-A43	AL-KHAIR EXPORTS
Z3-A45	DOUBLE ELEPHANT BASMATI RICE
Z3-A51	BARAMATI AGRO LTD
Z3-A53	BASIC INDIA LIMITED
Z3-A59	ECO ROOTS FOODS INDIA PVT.LTD
Z3-A61	FERTINVEST INDIA PVT. LTD
Z3-A67	G V RICE UNIT
Z3-A69	H R EXPORTS
Z3-A71	PJS OVERSEAS LIMITED
Z3-A65	PALADIYA CORPORATION
Z3-A63	MISTHAN FOODS
Z3-A57	MACLINES TRADING INDIA PVT. LTD.
Z3-A55	KUNDAN RICE MILLS LTD
Z3-A49	INDO ARAB GRAIN SUPPLIERS
Z3-A47	GOEL INTERNATIONAL PVT LTD
Z3-A41	GEE GEE AGROTECH
Z3-A40	KOHINOOR
Z3-A50	PSS VARADARAJ NADAR AND SONS,INDIA
Z3-A52	PURAN CHAND RICE MILLS PVT. LTD
Z3-A56	RAJAT AGRO COMMODITIES PVT LTD
Z3-A58	SARVESHWAR FOODS LTD
Z3-A60	SHREE GAJANAN

Z3-A62	SHAH NANJI NAGSI EXPORTS PVT LTD
Z3-B61	TRIMAX INTERNATIONAL
Z3-B59	SHRI VENUE EXPORTS
Z3-B57	SNJ TRADELINK PVT. LTD
Z3-B55	SRI VARADARAJA FOOD EXPORTS PVT LTD
Z3-B51	SHAAN-E-INDIA " TRIPURARI AGRO (PVT) LTD
Z3-B49	VINOD RICE MILLS
Z3-B45	VISHNU KUMAR TRADERS
Z3-B39	SHREE JAGDAMBA AGRICO EXPORTS (P) LTD

6. Design and construction:

A committee after the necessary technical and financial bidding processes decided to award the responsibility of coordinating and managing all the activities at the India Pavilion covered in a space of 708 sq mtr. under the guidance of APEDA to M/s Trident Exhibitors Pvt Ltd. which included the designing, setting-up and managing of the India Pavilion.

The following officers of **APEDA** were present at the show:

1. Dr. Sudhanshu – Deputy General Manager, APEDA
2. Shri Bidyut Baruah - Asst. General Manager, APEDA

7. Performance of vendor

The performance of the vendor was satisfactory and the work done was as per the requirement of APEDA.

8. Samples and products displayed

Spices
Pickles
Sauces
Healthy Juices
Mouth Refreshments
Rice
Processed Foods
Ready-to-Eat Meals

9. Special campaign undertaken during the exhibition Wet Sampling of Biryani

For publicity and promotion of Indian high quality Rice in UAE market, wet sampling of authentic Indian Vegetarian and Non-Vegetarian Biryani was organised at APEDA pavilion in Za'abeel Halls. After tasting the Biryani during the wet sampling, which became very popular among visitors, good comments were received about the Indian Rice. The Biryani promotion attracted a large amount of visitors at APEDA Rice pavilion.



10. India Branding



11. VIP AREA



12. Theme area



13. Individual Booths



External Branding





14. Involvement /support of Ministry of Commerce & Industry, Govt. of India

APEDA was in regular touch with the Ministry of Commerce & Industry, Government of India and have been taking their help and guidance for our participation in the event. The Commerce Secretary was very supportive and positive. The Hon'ble Commerce Secretary Ms. Rita A Teatota, Shri. Devendra Kumar Singh, Chairman APEDA along with the senior Embassy Officials inaugurated and visited the Exhibition and interacted with all the participating companies in APEDA pavilion and discussed various issues with Indian participants to have a better market access in UAE market for Indian products.



14. Feedback of the participants

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.

15. Recommendations

1. All the Indian exporters who participated in this event should participate under one umbrella for better branding of the country and effective showcasing the strength of Indian products.
2. Advance planning and sufficient amount needs to be spent on advertisement and publicity.
3. The approval of Government must be taken atleast 3 to 4 months before the Show for such prestigious events for enabling to achieve optimum benefit out of the exhibition and also overall effective participation of APEDA.

More Pictures



