

INDIAN MANGO



PROMOTION PROGRAMME

IN

REPUBLIC OF KOREA

25th - 27th MAY' 2017



Introduction

India is the world's largest producer of mangoes, by far. India produces over 18 million tonnes accounting for about 42 percent of the world's production. India grows over a thousand varieties of mangoes, which differ in terms of size, flavour, texture and fragrance. The mango is a central element in India's food and nutrition culture, and is now being widely exported as a well-loved fruit, enjoyed by people all over the world.

Indian mangoes to Republic of Korea got market access in the year 2016. Considering the Republic of Korean market demand for fresh mangoes which is annually approx 11.5 thousand MTs, APEDA organized a Mango promotion program with Buyer Seller Meet in Republic of Korea from 25th to 27th May, 2017 in Seoul and Busan.

Promotion Program

The Indian Mangoes were officially introduced in a launching ceremony in the Seoul City in Republic of Korea by APEDA and Indian Embassy in Republic of Korea. The event was organized at Millennium Hilton Hotel, Seoul for introducing Indian Mangoes, which are being imported for the first time to the Republic of Korea (RoK). Over a hundred guests from a cross-section of Korean society, including major chain stores, wholesalers and buyers, participated at the event.

A delegation of 8 Indian exporters was led by Mr. D.K.Singh Chairman, APEDA.

The program was co-ordinated by Dr. C B Singh AGM, APEDA.



Ambassador, Embassy of India, Mr. Vikram Doraiswami at the launching ceremony



Chairman, APEDA Mr. D.K. Singh at the launching ceremony



Photograph of Indian delegation and Embassy officials



Photograph of Indian delegation and Embassy officials



Buyer Seller Meet



Buyer Seller Meet



Mango display collage



Mango recipe

Mango Promotion Program on 25th May, 2017 at Seoul, Republic of Korea

Buyer Seller Meet - Seoul

On the occasion of launch of Buyer Seller Meet on 25th May, 2017 the Indian Ambassador Mr. Vikram Doraiswami welcomed the guests and introduced the world famous Indian mangoes. He informed that India is making efforts for market access working to export other fresh fruits to Korea in the near future.

Mr. D K Singh, Chairman, APEDA in his address mentioned that Indian mangoes are popular worldwide and is exported to more than 150 countries. He explained about the potential and characteristics of Indian mangoes. This was first time that the world famous Indian mangoes are being formally exported to RoK, after rigorous efforts by Ministry of Commerce and Agriculture, Government of India over five years of work to complete necessary procedures required by Korean authorities. A short video film on Indian mangoes depicting the potential aspects of production, processing and benefits of eating mangoes was shown.

Mr. Mijito Vinito, Second Secretary, Comm & Info, introduced the delegation of exporters. The event was joined by embassy officials, fruit traders, retail chains, power bloggers and Hotel Managers from Republic of Korea. The mango based cuisines were prepared and displayed which included canapés, tarts, pastries and juices. The objective was to showcase the unique range of flavors and the diversity of use of mangoes

During the interaction, the issue of non availability of Korean QIA inspectors was raised by the importers, as the demand for Indian Mango was expected to grow exponentially after the promotional event. Chairman, APEDA informed that the matter is been pursued with QIA through Indian Embassy and it is expected to get one more additional inspector.

On the second day (26th May, 2017) the promotion was carried out at 30 E-Mart stores across Korea. The exporters were divided in 05 groups and were sent in the supermarket stores at Yongsan, Jayang, Seongsu in Seoul and Jukjeon, Suji in Suji-gu, Yongin-si with interpreters.

Indian mangoes were made available for promotion and sales at all E-mart stores.

A meeting was organized by Indian Embassy with the Vice-president EMART Inc for marketing of Indian agri-food commodities in Republic of Korea. EMART is a big chain in Republic of Korea for agri food and imports more than 100 consignment on daily basis from different countries.



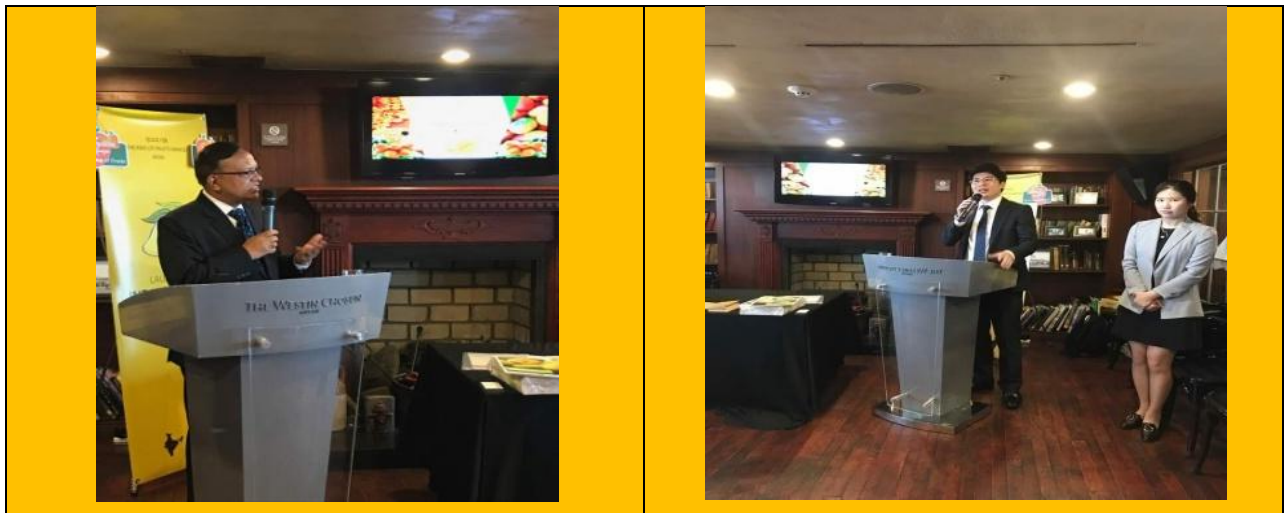
Mango promotion super markets on date 26th May'17 at Seoul, Republic of Korea

Buyer Seller Meet - Busan

A similar Mango event was organized at Hotel Westin in Busan on third day i.e. 27th May, 2017. Mr. Jeong Deok Min, Honorary Consul General in Busan welcomed the participants at the Buyer Seller Meet.

Mr. D K Singh, Chairman, APEDA congratulated on the launch of Indian mangoes in Korea and briefed about the potential of Indian Mangoes and introduced the Indian exporters.

During the launch, local traders, hoteliers, Make in India group in Busan, Republic of Korea, Officials from the Indian Embassy along with Indian exporters and APEDA officials joined the event.





Mango promotion program on date 27th May'17at Busan, Republic of Korea

Field Visit

A visit of the delegation was organized to the warehousing facility of DONGWOO INTERNATIONAL CO. LTD. which was about an hour's drive from Seoul. Presently, DONGWOO is importing Thai and Philippine Mangoes but have shown keen interest in Indian Mangoes as well. They arranged for the storage and repacking of the mangoes that was sent from India for this promotional event.

Mr. Richard Lee who is the President of the company showed the packing facility, their warehousing systems, cold store and ripening chambers. It was a good exposure to the participant exporters.





Ware house/packing house visit on date 25-26th May'17 near to Seoul, Republic of Korea

Business to Business Meet



The launch event was followed by a Business to Business meeting between the 17 Importer companies with more than 35 persons (Annexure-01) and the 08 Indian exporters (Annexure-02) on dated 25 May, 2017.

This meeting led to serious discussions, where the exporters and importers interacted for finalization of orders. These meeting gave buyers and sellers to interact on one to one basis and understand the options available for both the sides. Buyers were very keen on trying Indian Mangoes and had shown interest in doing business with Indian Exporters. The buyers informed that they are more accustomed to Thai and Philippine fruit but they are open to explore this new product.

The exporters were excited and optimistic at the end of the meet with the hope of converting the interactions into business deals.

The Korean retail market is evenly divided amongst organized retail and wholesale with each customer segment having their own demands.



Business to Business meet on date 25th May'17 at Seoul, Republic of Korea

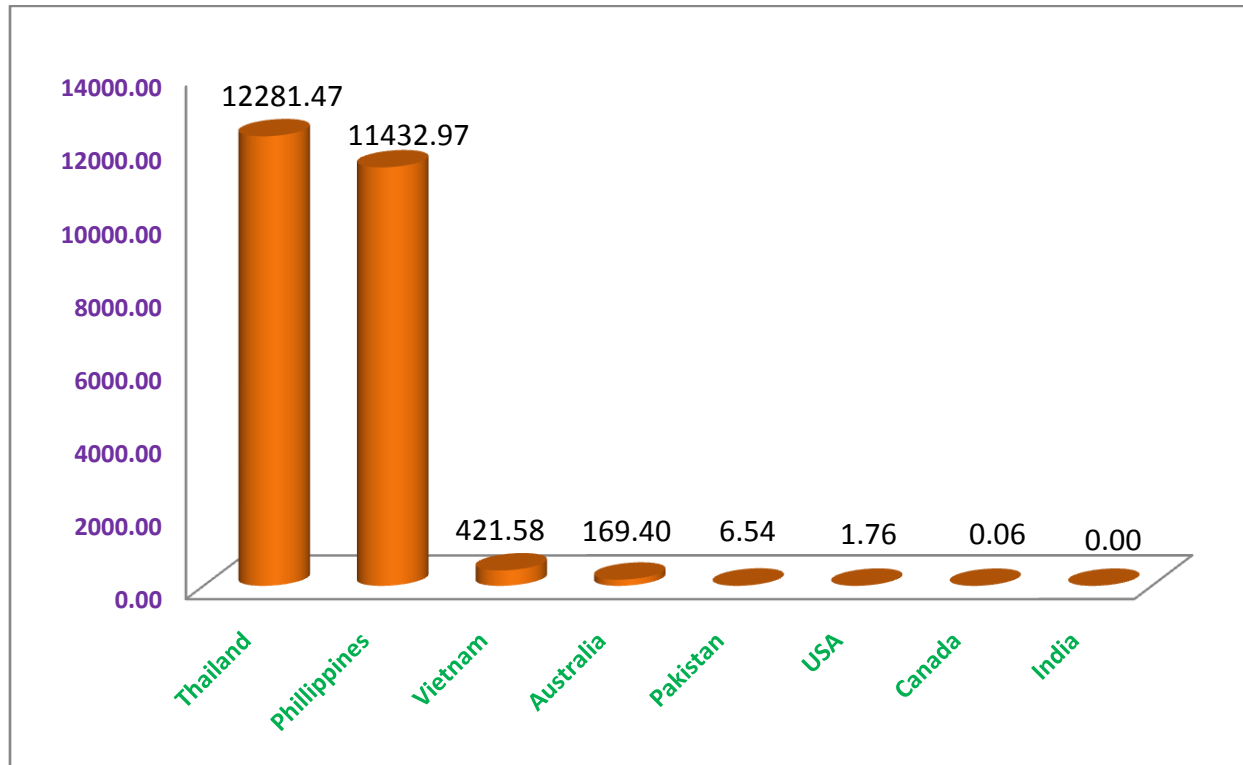
While organizing the visit to retail/supermarket like LOTTE and EMART supermarkets and their warehouses for seeing fresh arrivals of the produce. It was found that the store has a focus on getting premium and standardize fruits. It was established that the Korean consumers buy their mangoes by the look, so the exporter has to strengthen their pre harvest processes in order to achieve those cosmetic standards accordingly.

Statistics

Key Competitors of INDIA:

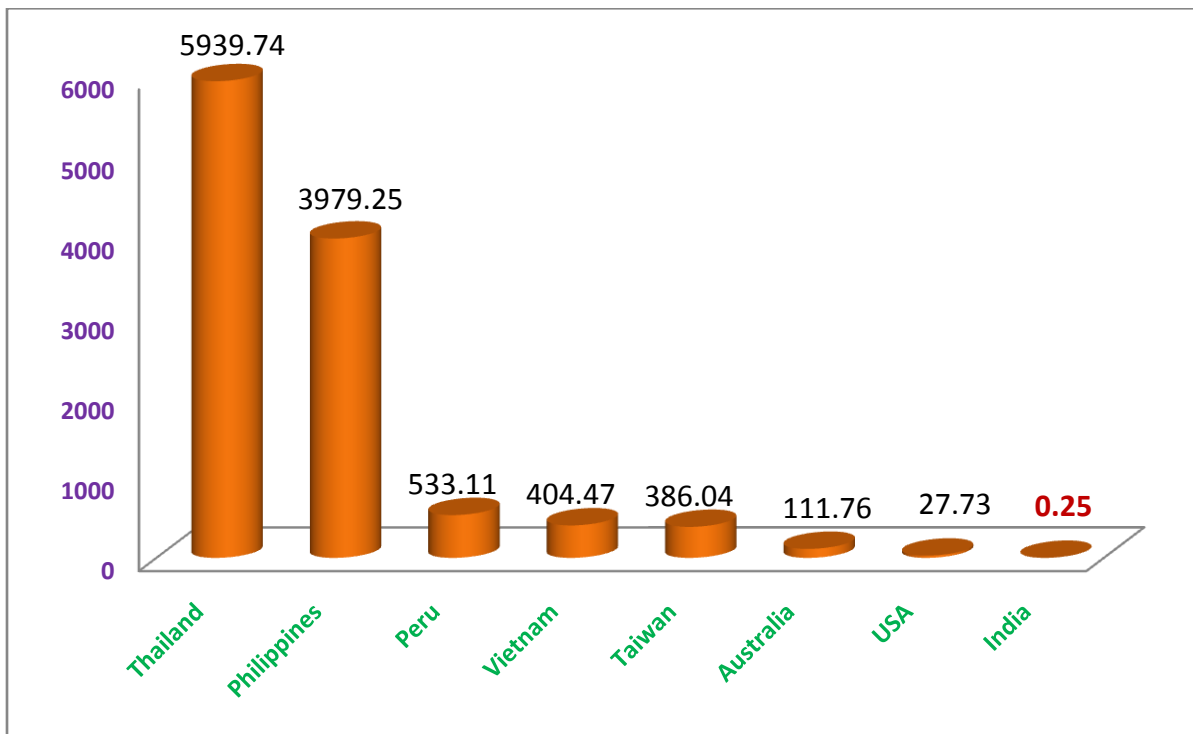
Mango Imports - Republic of Korea, 2015

Thailand	Philippines	Vietnam	Australia
12281.47 MTs	11432.97 MTs	421.58 MTs	169.4 MTs
Pakistan	USA	Canada	India
6.54 MTs	1.76 MTs	0.06 MTs	0.00 MTs



Mango Imports - Republic of Korea, 2016

Thailand	Philippines	Peru	Vietnam
5939.74 MTs	3979.25 MTs	533.11 MTs	404.47 MTs
Taiwan	Australia	USA	India
386.04 MTs	111.76 MTs	27.73 MTs	0.25 MTs



Mango Imports - Republic of Korea, 2017

Thailand
6295.56 MTs

Peru
284.82 MTs

Philippines
255.89 MTs

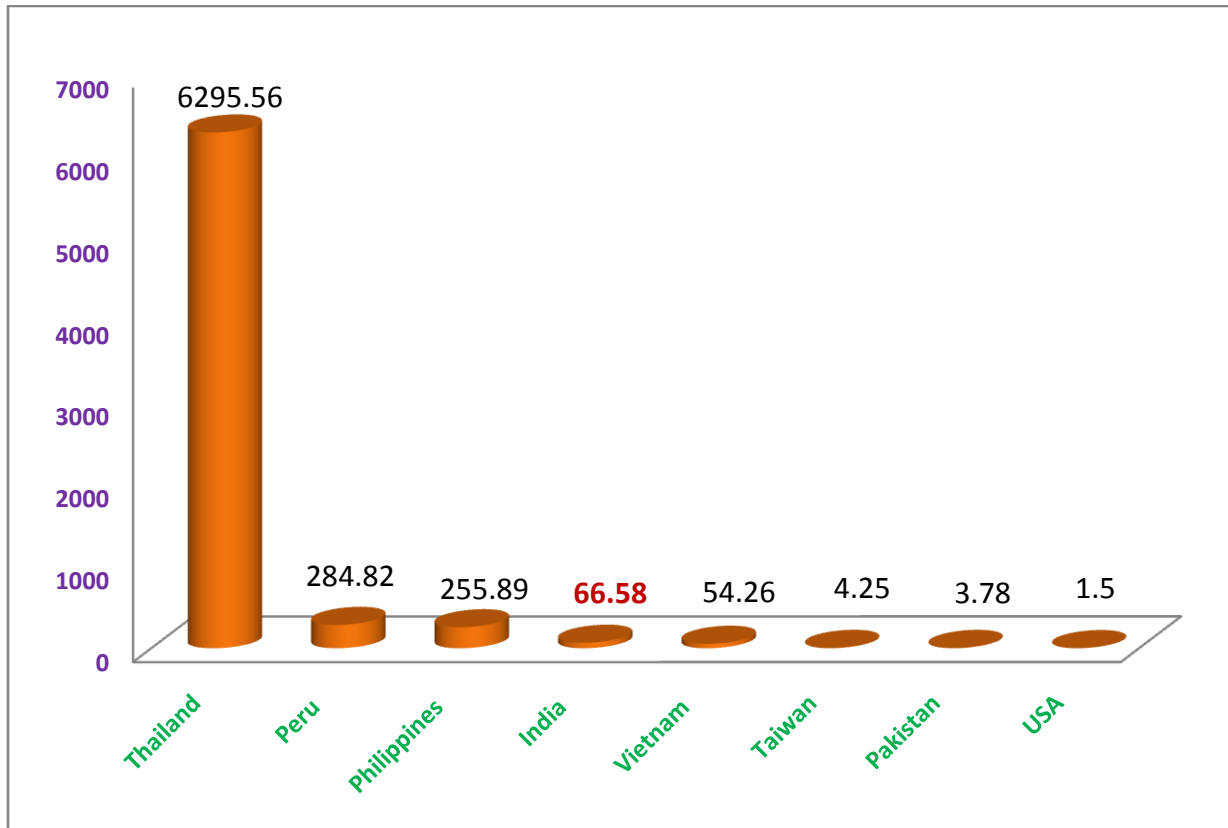
India
66.580 MTs

Vietnam
54.26 MTs

Taiwan
4.25 MTs

Pakistan
3.78 MTs

USA
1.50 MTs



The Delegation

S. No.	Name of the Company	Name of the Company Person
1.	M/s Essar Exports, Mumbai	Mr. Shaikh Ekram
2.	M/s Namdhari Fresh, Bangalore	Mr. Sunil G. Awari
3.	M/s Kay Bee Exports, Mumbai	Mr. Kaushal Khakhar
4.	M/s Mahindra Shubhlabh, Mumbai	Mr. Kunal Ravat
5.	M/s Rainbow International, Pune	Mr. Abhijeet Basale
6.	M/s Misra Automatics P Ltd, New Delhi	Representative at Republic of Korea: Mr. Upendra Kumar
7.	M/s MKC Agro Fresh, New Delhi	Mr. Sonu Khan
8.	M/s Guru Krupa Corporation, Mumbai	Representative at Republic of Korea: Mr. Jaeheon Na



Exporters - mango season 2017

<ul style="list-style-type: none">• M/s Kay Bee Exports – 10.53 MTs• M/s Essar Exports – 15.49 MTs• M/s M K Exports – 2.86 MTs• M/s Elegant Exports – 6.63 MTs• M/s Mahindra Greenyard P Limited – 8.73 MTs• M/s Mukund Exports – 0.5 MTs• M/s Misra Automatics P Limited – 0.4 MTs• M/s Vensai – 0.3 MTs	<ul style="list-style-type: none">• M/s Kaushal Continental India P Limited – 0.12 MTs• M/s Sree Sada Siva Agro Tech – 9.18 MTs• M/s Guru Kripa Corp. – 0.4 MTs• M/s Gayatri Industries – 0.24 MTs• M/s TMS Overseas Exim P Limited – 4.45 MTs• M/s Hota Agro Tech P Limited – 3.00 MTs• M/s Milkyway Enterprises – 0.12 MTs• M/s Agrarian – 0.41 MTs
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TOTAL EXPORT - 66.58 MTs.



Outcome of the program

- India can optimistically look for exporting mangoes worth **INR 100 millions** in the next season, 2018 itself.
- More than 15 importers were identified to import the fresh mangoes and others products like Processed food, Animal products and organic food products.
- The market access for Indian Grapes and Pomegranates could be gained the next year by creating a confidence from exporting mangoes this year.
- Towards the efforts made through the mango program organized in Republic of Korea, it has resulted in export of **66.58 MTs of mangoes** in the 2017 season in comparison to 250 KGs exports done in the 2016 season.

Learning's from the season

- There is a huge potential in this market but we need to strengthen our supply chain.
- The treatment and export process have been very strongly established by the two countries this year. Efforts to be made for removal of onsite quarantine inspection by Quarantine Inspector which will enable free flow of exports.
- The market required premium fruit with high cosmetic value and a balanced combination of size, count and standard packaging which is unique to only this market.

