

REPORT ON
APEDA'S PARTICIPATION
IN
'NATURAL PRODUCTS EXPO WEST'
ANAHEIM, USA
10-12 MARCH 2016



**Agricultural and Processed Food Products
Export Development Authority (APEDA)
Ministry of Commerce & Industry
Govt. of India**

Natural Products Expo West & Engredea is the world's largest natural, organic and healthy products event. The event held during 9-13 March at the Anaheim Convention Center was produced by the recently re-branded New Hope Network.

Natural Products Expo West is the preeminent show for spotting trends in the food and Consumer Packaged Goods (CPG) industry. The event experienced 6.9 percent growth, playing host to more than 77,000 attendees. The event brought together an inspired community of industry members and more than 3,000 exhibiting companies, including more than 600 first-time exhibitors.

HIGHLIGHTS OF NPEW 2016

The 36th Natural products Expo West & Engredea was held during 9-13 March 2016 at Anaheim Convention Centre, Hilton Hotel and Marriot Hotel, Anaheim, CA, USA. In addition to traditional exhibit halls, new exhibitors showcased hot products at the Hilton Hotel Anaheim.

The event covered display of organic food including meat and dairy products, wine, olive oil, vegan food and natural food products and ingredients for organic foods by producers or traders from various countries across the world.

Apart from product display, education program was also offered by the organizers having a full docket of topics as well as keynote presentations

INDIAN PAVILION AT NPEW 2016

In 2016, APEDA made its presence at NPEW with the country pavilion. A total area of 1200 Sq. ft (approx. 112 Sq. m) area was taken in Hilton Hotel where 10 exporters were provided professionally built-in booths. Thematically designed posters and signage were displayed which was well appreciated by many of the visitors.

India displayed a wide range of products such as Basmati Rice, Seed spices, Medicinal products, Soybean, Pulses, Herbal products, Spices, Sugar etc.

PROMOTIONAL ACTIVITIES BY APEDA

Certain promotional activities were also taken up by APEDA to project and attract our traditions and uniqueness. Some of them are as follows:

- Brochure on organic farming, certification and market of Indian Organic products were distributed to the visitors at the pavilion.
- A directory listing the co-exhibitors under APEDA along with their product list was prepared and provided to the visitors at our pavilion.
- Sampling of vegetarian as well as non-vegetarian Biryani was an attraction for Indian as well as foreign visitors. Two hostess dressed in Indian traditional dress were hired to welcome the visitors at the reception of Indian pavilion and for serving Biryani.

BUYER SELLER MEET

A buyer seller meet was organized on the second day of the event, i.e on 11th March, 2016. All the co-exhibitors of APEDA along with the importers attended the BSM. Several trade enquiries were received on various Indian organic products. The details of the trade enquiries are at **Annex 1**.

FEEDBACK FROM CO-EXHIBITORS

Feedback on the overall comments of the event and specially regarding the showcasing at Indian pavilion from all the co-exhibitors were taken by circulating the feedback form wherein positive feedback were provided by majority of the exporters. They have expressed their interest in participating next year also under APEDA and some of them with more space.

The co-exhibitors have also requested for space in main convention area next year.

Though this was the first experience by our exporters, this year NPEW has shown an increase of 5 % in visitor numbers which had been taken advantage by Indian exporters also. The personal interactions with the co-exhibitors showed that majority of them were successful in placing the target orders by the end of the event.

CONCLUSION

Since USA and Canada together contributes more than 50% of the total share of the Organic export from India, the participation of our exporters in an international fair at USA, benefits them with more opportunities for market penetration and brand promotion.

There is a huge demand for the NRIs based in USA and Canada for traditional Indian organic products like spices, Basmati, Tea etc. which can be taken into consideration for export to USA.

With the implementation of new products standards for Aquaculture and Livestock products, India would be in a position to negotiate with USDA for extension of scope of accreditation in the recognition agreement so as to expand the basket of organic products export in the coming years.

Considering the potential of export of organic products to USA and the interest shown by the exhibited exporters, APEDA has requested the organizers for 150 Sq.m for participation in NPEW 2017 in Convention centre. This will enable us to accommodate more exporters and wider range of products for display.

APEDA was represented by Mr. Bidyut Baruah, Assistant General Manger and Ms. Reeba Abraham, Assistant General Manager for organizing the Indian pavilion at NPEW 2016.
