

REPORT ON APEDA'S PARTICIPATION AT FINE FOOD AUSTRALIA 9TH TO 12TH SEPTEMBER 2019 AT SYDNEY (AUSTRALIA)

Australia Population

The current population of Australia is 2.51 Crore as of Saturday, July 27, 2019, based on the latest United Nations estimates. Australia population is equivalent to 0.33% of the total world population. Australia ranks number 55 in the list of countries (and dependencies) by population.

Overview of Australian Food Industry:

Total size of the food service market in Australia and New Zealand is \$ 69 Billion USD about 3.2% of the Global Market. Over 2 million Australians are employed in food related industries – more than any other industry. There are now over 18,000 food company start-ups worldwide with some valued at \$ 20+ Billion USD. Australia has 61,100 commercial and 21,700 institutional food service outlets available. Habits of Australians have made eating out a way of life, around 78% of all Australians regularly eat out for breakfast, brunch, lunch, dinner and snack meals and are spending on average 36.6 Cents in the food dollar where as in 1960 this figures was only 12 cents.

Fine Food is the leading food trade event in Australia, not to mention the largest in the Southern Hemisphere. With over 1000+ exhibitor, 7100 exhibiting staff, 37 countries represented, 24116 visitors, 11059 companies represented and thousands more brands, this event was created to show case the new products in the industry.

Why India's participation needed in Fine Food Australia (Sydney/Melbourne) on regular basis?

Australian Market is typical market where the importers/food distributors in Australia prima facie asked about the distribution point in Australian city for the Indian Exporters. In general Australian buyers do not rely on any abroad foreign suppliers unless they have outlets or their distribution points in Australia.

Moreover, Fine Food Australia has been organized every year alternatively in cities like Sydney and Melbourne. As per the feedback of trade, Melbourne is the financial capital for Australians food business sectors. Major food distributors of Australia have their own warehouses/ manufacturing units available in Melbourne and Sydney nearby area as well. Due to continue changing of eating out habits of Australian community this market become strategically important for Indian Exporters and also important to bridge the gap of logistics viability for USA and Latin American Markets.

APEDA had taken a space of 54 sq. mtrs for participation in the exhibition. The space was allotted in the HU48 where the other countries like China, Srilanka, Singapore were the neighboring stalls. The India stalls was aesthetically designed and decorated by the M/s Diversified Communications and M/s Moreten Hire Pty Ltd. in addition to these the participant exporters have decorated with their company profile, products range also demonstration of the samples for the products to be intended for exports in the Australian Markets. The initiative of APEDA was greatly appreciated by the Consul General, Consulate General of India, Sydney during their visit at Fine Food Australia 2019.

During the said event not only more than 1000 exhibitors from 37 different countries but also 61,000 trade visitor of Commercial outlets in Australia top decision making officials like purchasing

executives visited the Fine Food Australia, which includes top multinational decision – makers for the business development perspectives in wholesale and retail chain in supply management.

The India participation in Fine Food Australia 2019 was coordinated by Mr. Nagpal C Lohakare, Assistant General Manager, Regional In-charge, APEDA, Hyderabad.

Six newly establish companies participated in the trade show. These exporters participated under India pavilion and show cased their products especially dehydrated vegetables (like onion, garlic), Basmati, non-basmati Rice, thermally processed vegetables, Ready to eat vegetables, organically certified Natural Herbs/Spices/Flowers, Amaranth Seeds, Flax Seeds, Sesame Seeds, Psyllium Seeds & Husk, Soybean, Lentils, Cereals etc. List of companies present at the India pavilion during the Fine Food Australia 2019 is given below in the tabular format for information.

S N	Name of participant Exporter	Products displayed
1	M/s MAAHIR FOODS (Gujarat)	Dehydrated Onion, Garlic, Vegetables,& Spices
2	M/s LRM SPICES PRIVATE LIMITED (Delhi)	Organic Certified Spices & Herbs
3	M/s ITREAT GROCERS (Mumbai)	Rice- Basmati, Non-Basmati, other cereals
4	M/s Y COOK INDIA PRIVATE LIMITED (Bangalore)	Thermally processed vegetable/Ready to eat vegetable
5	M/s WINDSON ORGANICS PRIVATE LIMITED (Gujarat)	Organic Certified & Natural Herbs/Spices/Flowers
6	M/s VEERRAL AGRO TECH Pune (Maharashtra)	Amaranth Seeds, Flax Seeds, Sesame Seeds, Psyllium Seeds & Husk, Soyabean, Lentiles, Cereals,

In addition to the above Twelve (12) Indian exporters have also participated in the exhibition independently booked space/ stand (on rent basis) by themselves. The lists of this exporter are given below.

1. M/s V P & Sons, Mulund, Mumbai
2. M/s Kshirsagar Cold Storage, Nashik, Maharashtra
3. M/s Hyfun Foods, Gujarat
4. M/s HL Agro Products, Kanpur, UP
5. M/s Geofresh Organics Ltd., Sidhpur, Gujarat
6. M/s Shanti Foods, Gujrat
7. M/s DhavalAgri Exports, Rajkot Gujarat
8. M/s Recorn Foods (Makino), Sabarkantha, Gujarat
9. M/s International Agricultural Processing, Nallakottai, Tamil Nadu
10. M/s India Agro Exports, Chennai, Tamil Nadu
11. M/s Shubh Psyllium Industries, Brahamanwada, Gujarat
12. M/s Varahi, Kirti Nagar, Delhi

On the first day of opening (9th Sept. 2019) Mr. Manish Gupta, Consul General, along with Mr. ChandruAppar, Head of Chancery/Consul (Trade & Commerce) and Mr. Sudip Bhattacharya, Trade and Investment Promotion Officer, Consulate General of India, Sydney inaugurated the India Pavilion. The Consul General interacted with each of the participants exporters make aware about the potentiality of Australian Markets for Indian exhibitors, also encouraged to get involved the

Indian mission at Sydney to let's know more help for further flourishing the business with importers of Australia.

Consul General desired that APEDA may organized B2B meeting prior to the day of exhibitions which would be helpful for interacting with Australian Chamber of Commerce and government authorities.

During the second day of event (10th September) Mr. Vivek Kumar Electronic Media Reporter of SBS (local media person) for Sydney have taken the interview of APEDA and exporters participated under India Pavilion. Wherein they have questions like what is the focus products for Australian Market from India? Which Indian products brought for marketing in Australia. Why the Indian Government providing more subsidies to Indian Exporters? as the Australian farmers raising this issues with their government to eliminate the subsidy of Indian Exporters. What are primary requirements of Australian Markets?

Recommendations:

- Branding and publicity of India pavilion shall be focused in the hall (overhead hanging banner or dangler etc).
- APEDA may organized Buyers Sellers meet with the Australian Importers/Distributors.
- Awareness shall be created by Indian Mission among the Australian Importers/Distributors through social media to attract more industry/importers/visitors
- APEDA shall continue to participate in the trade show at larger scale with subsidized /minimum/free participation i.e. no fee for participation.
- Participation to be allotted in the 40:60 ratio (Old: New exporter).
- Facilitate those exporters who had develop or followup mechanism during earlier or first years of participations meeting/visit at Fine Food Australia or Pro Food Australia.(Documentary evidences on business development activities after post events via e-mails,correspondence of communications).
- Organization of B2B meet on eve of day of event with potential Importers /Food Distributors in Australian Market with the help of / in association with Indian Mission in Australia / Consulate General of India for promotion and to encourage Indian exporters participated in Trade Fair for every time of participations.
- India should invite representative of procurement cell (team) and their top officials of decision making level of the Woolworth (wholesaler)major players in Australian Markets.

The enquiry generated during the event has been annexed at Annexure at A.