



SAVEURS & METIERS

Namur, Belgium, 15th - 17th January 2023

APEDA'S Participation Report





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Saveurs & Métiers-2023 Namur,Expo

- 1 Place and venue:** Namur, Belgium
- 2. Date of the event:** 15th – 17th January , 2023



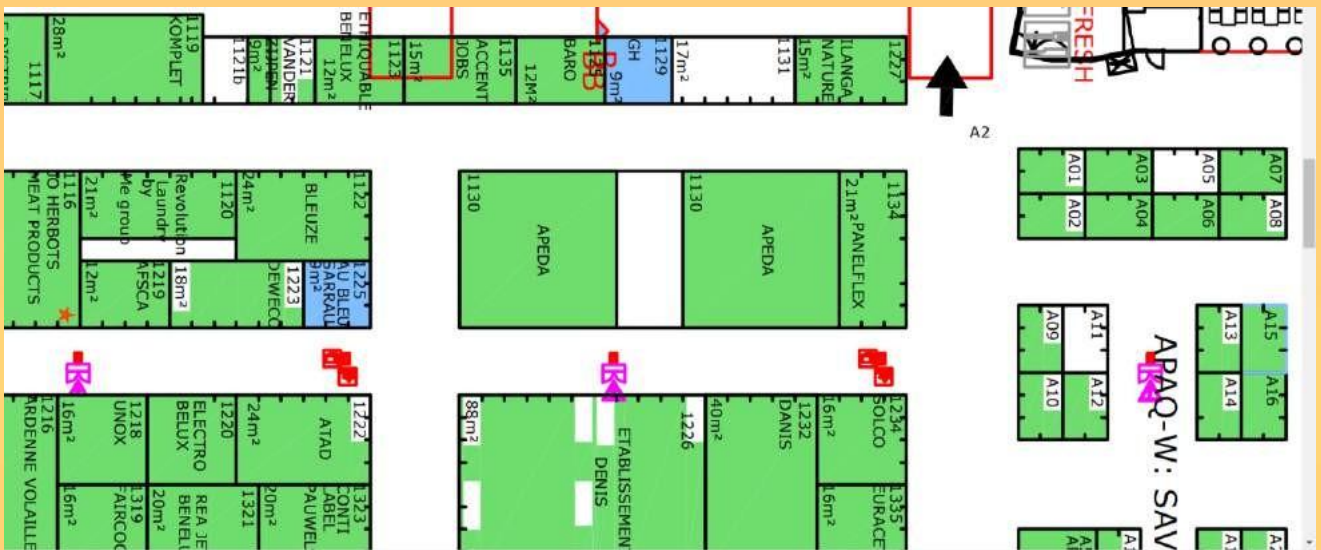
About Exhibition

Saveurs & Metiers Expo - Namur 2023 is the only trade fair dedicated entirely to food retailing and catering in Wallonia. The show will pull in more exhibitors and additionally guests to take part and direct interface and connect with one other on the latest business sector advancements and lucrative business opportunities in the particular field and spread and investigate their business in the worldwide business sector. Now an annual event, Saveurs & Metiers brings together the latest trends for professionals in the food retail and catering industries. For 3 days, you will discover the most complete offer for your sector of activity: innovative products, essential exhibitors and an inspiring program.





APEDA stand details



Government approved APEDA’s participation in the Namur Expo held at Namur, Belgium, and this time it was of even more importance, as India was a partner country in Belgium which brought India to the fore front and main limelight.

For India Pavilion, APEDA had booked 119 sq. m space for organizing its participation during the event.

8 exporters participated in the expo. APEDA displayed a range of Millet products like Jowar, Bajra, Ragi, millet pasta, upma, poha Etc basmati rice, processed foods, pickles and chutney, snack foods, etc. The entire India pavilion had a very aesthetic and culturally rich design giving it a very attractive look and feel. It was set up for Indian Agri products, and was greatly appreciated by the exporters, importers, embassy officials and the visitors.

APEDA Pavilion were the real attraction and buzzing centre for visitors and created a bright, colourful and vibrant ambience accompanied by pleasant exotic aromas of different Indian Food ingredients. The lounge area was strategically placed in such a manner that it was seen right there from the entrance. Millet pasta & Upma sampling counter gave the Indian Pavilion the significant presence at the show and was adored by the visitors.





Stall Design





Stall Design





Following Exporters participated under APEDA:-

1. Mr. Pradyumna (MD & CEO) M/s Nexton Foods Pvt Ltd
2. Mr. Pankaj Aggarwal (MD) M/s Treta Agro Pvt Ltd
3. Mr. Vijay Arora - L.T. Foods Ltd
4. Mr. Sathyanarayana Raman (CEO) – Millet Mart Ventures Pvt Ltd
5. Mr. Piyush Pravin Raisonni (Founder) M/s – Roast Foods
6. Ms. Purnima Khandelwal (CEO) M/s INI Farms Private Limited
7. Mr. K V Rama Subba Reddy – Sattva Millets and Food Products
8. Mr. Sreejith Moolayil (Director) – HW Wellness Solutions Private Limited





INNAUGURATION

Ambassador Embassy of India H.E. Mr. Santosh Jha, APEDA inaugurated Apeda Pavilion. Joint Secretary, MOA & FW of India Mr. Ashish Kumar Srivastava, Mr. Debashish Prushty, DCM EOI along with Deputy General Manager, APEDA Mrs. Vinita Sudhanshu visited APEDA pavilion and discussed various issues with all participants to have a better market access of their products in European market for Indian products.





APEDA

A delegation of exporters was lead by Deputy General Manager, APEDA Mrs. Vinita Sudhanshu for participation in the event.





Signage & Graphics

While designing and executing the India pavilion, the key consideration was the uniformity in the colour schemes and graphical mixes used for different booths inside the pavilion. The signage and graphics were intended with one message of promoting agro food products of India. The graphics were designed keeping in mind the rich heritage and cultural Indian background along with the modern development taking place in processed food sector.





Special campaign undertaken during the exhibition

Wet Sampling of Millet Products

In continuation to the efforts already underway by APEDA to introduce the world to the aromatic flavour of the Indian Millet pasta. Dedicated Sampling areas were created inside the common area for the Pasta & Upma every day. 50 kg pasta specially procured for the purpose was shipped to Belgium and highly popular Indian restaurant was hired under the supervision of APEDA, to serve the Veg pasta during the event days.

APEDA helped in procuring the Indian millets to the venue for sampling. Especially design display racks showcased the Indian millets which were a huge attraction and enhanced the look and feel of the common area.

Buyers' and business visitors had an opportunity to try the millet products from the exhibitors at the tasting zone. The millet tasting area served as the venue for the tasting sessions and gather enthusiasts from diverse regions.

Special effort was made to educate the visitors during the Millet products tasting sessions about the unique flavour of the Indian millet and their pairing with Indian cuisines like Upma & udad dal pakoras.

The event was an instant hit and attracted long queues of business visitors patiently lining up to sample this unique cuisine. The aromatic Pasta & upma sampling served the purpose and fulfilled the goal of promoting the Indian flavours all around the globe as the sampling created a huge buzz during the exhibition and was highly praised by the visitors.





Saveurs & Métiers-2023 Namur-Expo Day - 1



Namur, 15th - 17th January
2023





Saveurs & Métiers-2023 Namur-Expo Day - 2



Namur, 15th - 17th January
2023





Saveurs & Métiers-2023 Namur-Expo Day - 3



**Namur, 15th - 17th January
2023**





Visitors Database

Date	Name	Address with contact number & e-mail
15-01-2023	Stef machiels	info@derodeaguin.be
15-01-2023	Sanja bottieau	sanja.bottieau@hotmail.com
15-01-2023	Murielle rebry (Business development manager)	markiesstraat 1, 1, rue du marquis 1000 Brussel +32(0) 472128089 growth@becommerce.be
15-01-2023	Emmasseni fahd	emmasseni.f@gmail.com
15-01-2023	David thual	d.thual@insight-consulting.eu
15-01-2023	Jan lue fayt	commander_e@noillampont.be
15-01-2023	Dominique covnesse	dominique.convese@eceurope.eu
15-01-2023	Roland de laet (General manager)	(+32)473867568 roland.delaet@foodtalents.be
15-01-2023	Conoline ceto	www.cetocar.com
15-01-2023	Hamente michael	Not available
15-01-2023	Maxence barisich	maxence.barisich@gmail.com
15-01-2023	Attellino paolo	paolo.attellino@gmail.com
15-01-2023	Woiet van linhout	svuakelyk@woutkookt.be
15-01-2023	Pieve haller	haller.pieve@hotmail.be
15-01-2023	Vaterce taymans	pahuepe@green-peas.be
15-01-2023	Vincent panneels	vincent@20centretail.com
15-01-2023	Dr. Pradyumna agrahari (MD & CEO)	Office no. 001A, 7th floor, city vista building, kolte patli downtown, kharadi, pune- 411014 +91 9970164759 pradyumna.agrahari@nextonfoods.com
17-01-2023	Lucie betincourt	lucie.btnut@hotmail.com
17-01-2023	Carrier marylene	mcarrier48@gmail.com
17-01-2023	Julien verhetroeten	julien@jevents.be



INTERNATIONAL BUYER SELLER MEET 2023

**MILLETS, FRESH FRUITS & VEGETABLES
Brussels, Belgium, 16th January 2023**





Agricultural and Processed Food Products Export Development Authority (APEDA) in association with Embassy of India, Belgium organized a Buyer-Seller Meet on Millets in Brussels at Hilton Grand Place on 16th January, 2023.

Deputy General Manager, APEDA Mrs. Vinita Sudhanshu led a delegation of 8 exporters from millets for participation in this program. All concerned importers were invited by the Embassy of India at Brussels and participated in this event and interacted with the exporters.





The session began with the welcome address of Deputy General Manager, APEDA Mrs. Vinita Sudhanshu.





More than 50 delegates from India and Brussels participated in the meet. All attendees received a goody bag that contained a Millet brochure, e- catalogue, directory of millets, and a millet recipe book.





Joint Secretary, MOA & FW of India Mr. Ashish Kumar Srivastava delivered his keynote address, and mentioned about the strong trade partnership between India and Brussels.

He assured the Concerned Importers for a consistent and quality supply of agri products by Indian Exporters.

It was informed that under the International year of Millets in 2023, APEDA would be focusing on promoting Indian millets aggressively in the Belgium market for getting millets reached to common masses in the form of millet based cuisines.





Ambassador Embassy of India H.E. Mr. Santosh Jha, APEDA inaugurated the Buyer Seller Meet (BSM) for Millets at Hilton Grand Place Brussels. He addressed the representatives of Ministry of Trade, Ministry of Agriculture and various business associations as well as Indian and Brussels companies. He emphasized for enhancement of the mutual cooperation between Indian and Belgium business entities to promote the Indian millets in Belgium.

Signifying the nutritional value of Millets Ambassador Embassy of India H.E. Mr. Santosh Jha said that on the initiative of Prime Minister Shri Narendra Modi, the United Nations has declared the year 2023 as the International Year of Millet. Since India is the major production country of millet, it may assist Belgium to diversify from crops like wheat and rice to crops like millet. He also informed that a millet focus exclusive event with APEDA will be organized next year.





Exporters of Millets addressed the Meet





A short video on Millets was displayed in the meet





Glances of beautiful setup, where cluster style sitting was arranged. LED Projection Screen displayed millet videos.





A beautiful display of Indian Millets and its value added products was set up and the same was appreciated by Belgium buyers.





Indian and Belgium Delegates proudly flaunting made in India millet products.







Cluster style sitting allowed the presenter to approach every individual and the delegates interacted with each other easily.





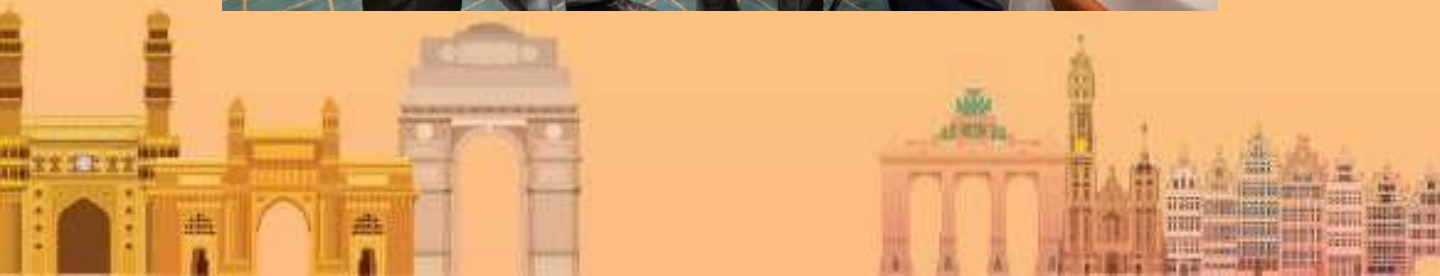
During the program, millet recipes like Millet Pasta and Vegetable Daliya were served.





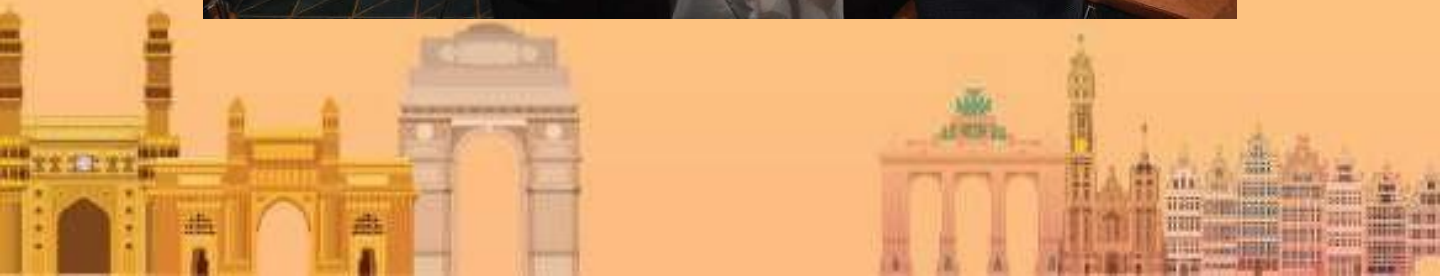


Interactions of Indian Exports with Belgium Importers.





Fruitful Interactions between delegates of India and Belgium.





Standees representing our culture and food was created to showcase the flavour and true colors of our country. Standees depicting the health benefits of millets were also created to popularize it every extent.





BSM Visitors Database

Date	Name	Address with contact number & e-mail
16-01-2023	Louis thual	louis.thual@gmail.com
16-01-2023	Martin van hese (Managing director)	Achiel cassimanstraat, 17 9800 deinze - belgium +32(0) 479790693 m.vanhese@maclion.be
16-01-2023	Lunskens L	lunskenslucion@gmail.com
16-01-2023	St flues (philippe marting)	parfumcieole@movilo.com
16-01-2023	Hugues mattagne (Chef de cuisine)	Vieux chemin de wavre 50 1380 lasne +32 26331850 mattagnewaterloo@gmail.com
16-01-2023	Vander borght benedicté	Rue provinciale, 285 B-1301 wavre (Bierges) belgium +32(0) 10437956 benedicté@mdmoxfam.be
16-01-2023	Emilie wiame (Account manager)	emiliewaime@kortrijkxpo.com
16-01-2023	Pascal meertz	liparisien62pm@gmail.com
16-01-2023	Lea evrarol	lea_eva@live.be
16-01-2023	Michel senechal	boulevie.senechal@gmail.com
16-01-2023	Metiss burgers	metissburger@gmail.com
16-01-2023	Genevieve rebours	genevieve.rebours@forum.be
16-01-2023	Av pere clement	av.pere.clement.cognelee@gmail.com
16-01-2023	Luigi coduti (Sales & marketing)	luigi@lpm.be 0471784342
16-01-2023	Alberto turkstra	albertoturkstra@gmail.com
16-01-2023	Aphrodise	Not available
16-01-2023	m/d saifal azam	Embassy of Bangladesh
16-01-2023	Sulchpreet singh	Nano foods
16-01-2023	Marco baldoli	Ferm
16-01-2023	Skanda mayuri	Schaduwmaskerstraat 27, 5651 HM, Eindhoven, The Netherlands +31 616144418 support@naturalmango.nl
16-01-2023	K V rama subba reddy (Founder)	Rd no. 82, film nagar, Hyderabad, Telangana 500096 9871433533 rama@mibbles.in





Recommendations/Learning:

- 1. Advance planning and sufficient amount needs to be spent on advertisement and publicity of APEDA's participation.**
- 2. The space of India pavilion including APEDA needs to be increased for showcasing the vast potential of Indian food products.**
- 3. Participation should be followed up with promotion programmes in retail outlets with the support of Indian Embassy.**
- 4. A PR Agency needs to be engaged for pre & post event follow up after APEDA's participation.**

