

REPORT ON  
VIETFOOD & BEVERAGES 2023  
HO CHI MINH CITY,  
VIETNAM  
10TH TO 12TH AUGUST 2023

AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY  
(APEDA)

MINISTRY OF COMMERCE AND INDUSTRIES  
GOVERNMENT OF INDIA



Indian Pavilion at the Vietfood and Beverages 2023, Ho Chi Minh, Vietnam

## **APEDA'S PARTICIPATION REPORT**

### **VIETFOOD & BEVERAGES 2023 HO CHI MIN CITY, VIETNAM**

**10TH TO 12TH AUGUST 2023**

1. Place and Venue: HO CHI MIN CITY, VIETNAM

2. Date of the Event: 10 \_ 12th August 2023

3. General Description of the Event:

Keeping in view the importance and demand of Indian Meat and Meat Products in Vietnam and its neighboring countries and allied markets. And moreover as this year 2023 being declared as International Year for Millets, therefore promotion and awareness of Millets and its value added products for improving the supply chains of Nutri-cereals as half of millets are exported in international market under category of natural products.

4. Individual Stalls :

APEDA had created a theme pavilion of 108 sqmt area with a provision of display of samples of individual participants by providing an exclusive display counters with shelves and fascias displaying the names of the company with the brand logos of APEDA.

As year 2023 was declared International year of Millets, to create awareness and to promote value added Millet products, samples of value added millet products were displayed, They were from the startups of Karnataka region and Tamilnadu Most of them were women Entrepreneurs. Ready to eat value added millet snacks were distributed at the APEDA stall.

An exclusive display counter was created for Basmati Rice branding by carrying out the wet sampling of veg and non-veg Basmati Rice Biryani.

AEDA Pavilion had been provided with highlighted reception and glass display counters for the display of the samples.

**Following companies have represented under APEDA:-**

1. Diat Agro Holding Pvt Ltd
- 2, Al-Dua Food Processing Pvt Ltd
- 3, Al-Hal -Quresh Exportsamid Agro Food Products P Ltd
4. Ghanshyam Traders
5. Malu Agrotech
6. Al Quresh Exports
7. Sigma Foods
8. Swastik Enterprises

**Following companies have sent their s Valued added Millet samples for display:-**

- 1.M/s. Gaurishankar Food Industries – Women Entrepreneur
- 2,M/s.Rural Good –Women Entrepreneur
- 3.M/s.Gayatri Industries
- 4.M/s.Basani Agro Innovations Pvt. Ltd., Women Entrepreneur
- 5.M/s.Desi Viva Foods LLP
- 6.M/s.Nidhi food products,
- 7.M/s.Phalada Agro Research foundations pvt ltd.,
- 8.M/s.Farmette, Woman Entrepreneur
9. M/s.Rajmudi Oranics Pvt Ltd.
- 10.M/s. Sammey Kitchen
11. M/s.Orgtree Kiru Millets
12. Millet Amma – Women Entrepreneur
- 13, Sri Sri Tattwa
14. M/s. Earth Organics – Health supplements, herbs
- 15.Ravi foods pvt ltd, Biscuits n cream cookies

## **5. Design and construction :**

The responsibility of construction and designing of APEDA Pavilion was awarded to M/s Trident Exhibitors, an official contractor of event organizer for construction of Pavilion which included the designing, setting-up and managing of the India Pavilion.

## **6.Details of participants**

**Total number of participants was 700. Out of which 233 were from Vietnam, 217 from China and 61 from India and other countries.**

The following officers of APEDA were present at the show

1. Mrs.Madhumathi Andrews, Manager
2. Mr.Kumar Gautam, Assistant Manager

## **7. Performance of vendor**

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

## **8. Visitors details**

**Total number of visitors was around 25000.**

## **9. Samples and product groups displayed**

- 1,Processed Food Products
2. Cereal Products
3. Organic Products
4. Peanuts.
5. Millet products
- 6.Bakery Products



## 10. Promotional activities

### 1. Wet Sampling of Indian Basmati Rice

Bringing out India's true flavour, arrangements were made for promoting Indian Basmati Rice through an exclusive wet sampling. An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. The Basmati preparation attracted lots of foreign visitors who made beeline for testing of unique cuisine. The visitors appreciated the Aroma and taste of Indian Basmati Rice.



## 2. Promotional activities:

Heena Art at APEDA Pavilion Free organic henna tattoo application on the hands of visitors was one of the major highlights of the show. Ladies & girls were ecstatic & showed a great deal of interest in the art.



Promotional materials such as Jute Bags, APEDA's brochure, Exhibitor Directory and Recipe Books for Millets were distributed free during the show.





## **Outcome, Feedback and Suggestions:**

Apeda Officials met Consulate General, Indian Embassy of Vietnam. Dr.Madan Mohan Sethia, He assured the farm technology will be shared, (GAP) when APEDA jointly with Ministry of Food Processing takes the approval from the Vietnam Government. Then the delegation with the team of Exporters can visit the Vietnam Farm and adopt their latest technology.

Meat and Millet Food Industry received good feedback from the exhibitors and participants. Participants who had participated this year first time for meat products were happy to receive good response. Participants also had an opportunity to increase their business & make new business contacts through the exhibition. Also, they have gained a lot of enquiries.

Various meeting with several clients in Vietfood 2023. Among them one potential Client Mr.Prakash Sethia from PNM VET Nam, has assured that he will be opening Indian Mart very shortly in Vietnam and other countries like Singapore and Thailand with the help of Indian Embassy. He also requested APEDA to give continuous support and assistance.

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Earth organics, one of the APEDA Registered Exporter came as a visitor as his products were displayed in the APEDA Stall. He is into manufacture of Health supplements and immunity boosters. Translator was provided by the Organizers in our APEDA stall, so it helped the exporters to interact and communicate with the local Vietnamese clients/importers easily. He got an enquiry for his products.





Photograph of the Indian Embassy Consulate General -Dr, Madan Mohan Sethi. Inviting for the inauguration of the APEDA Pavilion



Involvement / support of Embassy : Consulate of India, in Vietnam  
APEDA was in touch with the Consulate General of India and have been taking their help and guidance for the participation in the event. The Indian Consulate Dr.Madan Mohan Sethi was very positive and gave full support.

As there was another big event Namaste Vietnam Festival in the following week, on 12<sup>th</sup> August 2023, Consulate General requested APEDA officials to display all the samples to be exhibited in the Namaste festival event, once our event was winded. The CG wanted to promote our Millet samples in a big way.

Mr.Mahesh Chand Giri, Head of Chancery visited APEDA pavilion on 10<sup>th</sup> August 2023 and discussed various issues with Indian participants to have a better market access in Vietnam market for Indian products

During discussion with Consulate General of India (CGI), APEDA officials along with representatives expressed their concern for the export of Fresh fruits like Pomegranate, mangoes, guavas, jamuns and value added millets. Consulate General of India, Dr.Madan Mohan Sethi mentioned that Consulate General of India on the basis of feedback from APEDA and other Authorities of Government would take up the matter with concern Vietnam Authority for immediate export

Photograph of Head Of Chancery, Indian Embassy -Consulate General of India ,Shri.Mahesh Chand Giri inaugurating the Indian Pavilion and all the APEDA exhibited stalls







Photograph of the Head of Chancery, Indian Embassy, and foreign visitors relishing the taste of ready to eat value added Millet Biscuits and snacks





Kerala Trade Delegation at Vietfood 2023 – M/s. OK Basu and Company and M/s.Vallimany Industries, Trivandrum, visited APEDA Stall





**List of Enquiries received during the Vietfood 10-12<sup>th</sup> August 2023**

<b>Sl.No</b>	<b>Contact Person</b>	<b>Address &amp; Mob No.</b>	<b>Products</b>
<b>01</b>	<b>PRAKASH SETHIA General Director PNM Vietnam General Trading Company Ltd</b>	<b>DC:525/15/29 Le Trong Tan P.SON KY – Q, Tan PHU- T P. HCM MOB- 091 9510255501 084-583518305  EMAIL: sethiaprakashpp@gmail. com</b>	<b>Opening Indian Mart in Vietnam, Thailand and singapore He is interested in processed food products, Millet based products. And cereals preparations</b>
<b>02.</b>	<b>Ethan Chai Director Yean Jan Foodstuffs co Pte Ltd H/P 9669 3829</b>	<b>71B Tuas Bay Drive West spring Singapore 636830 Tel: 62685133/4180 Fax: 62620150 Email: yeanjianfood@singnet.co m.sg</b>	<b>Processed food products , Peanuts</b>
<b>03</b>	<b>K SRIDHAR Canopus Inter Trade Pte Ltd Office in Vietnam. Singapore and Cambodia</b>	<b>Mob: 84 8 38208328/ 8329/8330/0650  Indian Mob: 9886003971</b>	<b>Sheep and goat meat Turmeric finger  Indian Exotic fruits and vegetables like Mangoes, Pomegranates Grapes and Jamun</b>
<b>04</b>	<b>Khuram Gilani Bangkok ABS Foods SEA office based in Thailand)</b>	<b>Mob: No.+66 955150047</b>	<b>Potato flakes, spices, seasoning Basmati Rice and other FMCG products</b>

05	Ms.Lena General Director	Hoe Thi Village Nguyen Tral Commune, District . Ha Noi City, Vietnam Mob; 84 97 8686 911 Email: daiviet,apexadv@gmail.com	Spices and Processed food products
06	HUYNH Ngoc Vinh Tuyen Vice Director M/s. CEMY Global Co. Ltd	159/90/33 Tran Van Dang St.Ward 11 District 3 HCMC Vietnam Mob: 84 906 845 966 Tel: 84 28 35 260 338 Email: <a href="mailto:cemyglobal@cemy.vn">cemyglobal@cemy.vn</a> cemyglobal@gmail.com	Bangalore Rose Onion
07	Man Ngo Marketing Manager Dia Diem Su Kien	Mob: 0909 05 2729 0909 46 2729 diadiemsukien@gmail.com	Organic food, noodles, grocery , vegan food
08	Indian Importers Chambers of Commerce NGUYEN THU THUHIEN Vice President	F-5, HAUZ KHASENCLAVE New Delhi Mob: +84 931 31 06 39 Email: <a href="mailto:hienjessica@iiccivietnam.com">hienjessica@iiccivietnam.com</a> Website: indianimporterschambers.com	Can mail to them get importers list

<b>09</b>	<b>Mr.Mahesh Chand Giri Head of Chancery Consulate General of India</b>	<b>No.214, Vo thiSau street Vo Thi Sau ward, District 3 Ho Chi Minh City Vietnam Tel: +84 28 37442400 Email: <a href="mailto:mcgiri@yahoo.co.uk">mcgiri@yahoo.co.uk</a> mc.giri71@mea.gov.in</b>	<b>Can mail to them for importers list</b>
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