

BRIEF REPORT OF ANUGA 2019 HELD FROM
5-9 OCTOBER 2019 IN COLOGNE GERMANY

ANUGA is one of the world's largest exhibition of food products organized once in two years in Germany. This addition of 2019 was also the biggest one so far since two new exhibitions halls have been added to the Colognemesse site. APEDA took an area of 504 sq. mtr along with a combined participation with ITPO having around another 500 sq. mtrs. In addition, ITPO has also taken a stall of around 280 sq. mtrs exclusively for Spices Board. Under APEDA pavilion around 30 exporters have had an individual stalls ranging from 8 sq. mtrs to 12 sq. mtrs each. The designing of individual stalls as well as theme area with a bright look had an impact on visitors. Visitors expressed their happiness over the designing of the pavilion. The combined organizations of stalls with same theme design along with ITPO and Spices Board also added a grand look to the pavilion. The Hon'ble Minister of Industries, Sh. Tumke Bagra, Government of Arunachal Pradesh, was the Chief Guest this time and the pavilion was inaugurated by him on 5th October 2019 at 11:00 am. The delegation of the Minister was accompanied by the concerned officials of NE states.

In addition, delegation of Principal Secretary (Chattisgarh), Consulate General of India Frankfurt visited APEDA pavilion on inaugural day, their comments are as below:-

(1) Remarks from Hon'ble Minister Industries, Arunachal Pradesh

"I immensely felt privilege to inaugurate Indian Pavilion of ANUGA 2019 at Cologne Germany. Please visit un-explore land of Arunachal Pradesh where all most producers are organic in nature. Happy to see the participation of APEDA.

Spices Board of India, Cashew Export Promotion Council etc. Made me feel more happy being India by seeing the participation of 102 exporters from states of India in such a mega food fair”.

(2) Remarks from Principal Secretary, Chattisgarh

“I was really astonished to see the world’s largest exhibition of Food Industry. I had heard a lot about this but this is beyond my expectation. Government of Chattisgarh is very keen to invite investors to come to our state, they will be getting handsome incentives for this. As Head of the Department, I would look forward the people interested to come to Chattisgarh. Arrangements are wonderful, organizers are really praise-worthy”.

(3) Remarks from Consulate General of India, Frankfurt

“An exceptionally well organized Indian food Show organized within 2019 by ITPO & APEDA. On behalf of the CGI Frankfurt, I wish all the very best and success to ITPO, APEDA and participating Indian companies in the world. Famous Trade Show! An effective and well organized participation of India in such trade events will definitely going to result in increase in bilateral trade of India-Germany”.

FEED BACK OF THE EXPORTER

The Exporter had also appreciated the theme, designing, location, unique presentation of India in the exhibition. Participating exporters were also happy about visit of the business delegation to see impressively displayed products like ready to eat, rice, peanuts, processed vegetables, dehydrated vegetables, bakery products, honey etc in each of their stall.

Glimpse of the stalls of participants in APEDA and look of APEDA theme stall is as below:-



Recommendations :

- As per the feedback from exporters, participation in ANUGA is useful and results in serious business being transacted. The show is also impressive in terms of display of new technologies, new packaging and innovation in food for exporters to learn from.
- APEDA also had an idea about upcoming competition of Indian agricultural products with other countries like South Africa, Thailand, China, EU, Australia, Turkey, Greece etc.
- The section wise hall arrangements also made it easy to understand developments in the world. The fresh fruits and beverages section was very impressive and the participation of Indian companies in fresh fruits sector who are having their own joint collaboration in the international market were also encouraging to see pavilion.
- The trend of having sector wise presence of Indian companies also gave an idea for further participation of India by taking space in the product sector halls also.