

REPORT ON
SAUDI AGRO FOOD 2023
RIYADH,
SAUDI ARABIA
23 - 26 OCTOBER 2023

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT
DEVELOPMENT AUTHORITY (APEDA)**

**MINISTRY OF COMMERCE AND INDUSTRIES
GOVERNMENT OF INDIA**

(photograph)

Indian Pavilion at the Saudi Agro Food, Riyadh.

APEDA'S PARTICIPATION REPORT

**SAUDI AGRO FOOD 2023
RIYADH,
SAUDI ARABIA
23 - 26 OCTOBER 2023**

1. Place and Venue : Riyadh International Convention and Exhibition Center – RICED, Riyadh, Saudi Arabia.

2. Date of the Event : 23rd to 26th October 2023

3. General Description of the Event:

Held in Riyadh International Convention & Exhibition Center - RICEC Riyadh (Saudi Arabia), Saudi Agro-Food is an international trade exhibition for food products, ingredients, and technologies. Taking place in October, this event provides an opportunity for exhibitors to showcase their products and services to an international audience. Saudi Agro-Food is a great platform for exhibitors to reach out to an international audience and demonstrate their expertise in the food industry. Visitors will have the chance to explore the latest products and services, as well as gain valuable insights into the industry. Furthermore, exhibitors can benefit from the opportunity to network with other industry professionals and build relationships with potential customers and partners.

Saudi Agro-Food is the perfect event for exhibitors to showcase their products and services to an international audience. With its focus on food products, ingredients, and technologies, this event provides a great opportunity for exhibitors to gain valuable insights into the industry and network with potential customers and partners.

And moreover as this year 2023 has been declared by the United Nations as International Year of Millets, thrust was laid for promotion and awareness of Millets and Millet based value added products of India.

4a. Neom : Neom is an initiative of Saudi Arabia's crown prince Mohammed bin Salman and forms part of the Saudi Vision 2030 plan to diversify the country's economy to reduce its dependence on oil. It is reportedly being largely bankrolled by the country's Public Investment Fund, which invests funds on behalf of the government.

Neom is a large area of the country that has been earmarked for development. Although often called a smart city, Neom is more accurately described as a region that will contain numerous cities, resorts and other developments.

4. APEDA's India Pavilion :

APEDA had taken 200 sq. mtr stall space in the exhibition for participation of APEDA and our registered exporters. APEDA's stall of 50 sq. mtrs space in the Exhibition at Hall No. 1 A Booth 1A-547 TO 1A 447 was designed by M/s. Riyadh International Exhibition Company Ltd. An attractive "**Indian Pavilion**" was set up for display of samples of individual exporters and promotion of APEDA Schedule Products from India. Exclusive display counters with shelves and fascias for display of company brand logo/product brochures/literature was created, which was well received and visited by Importers and Visitors.

APEDA Pavilion was inaugurated by Shri Abu Mathen George, Deputy Chief of Mission, Riyadh Embassy of India in Saudi Arabia. During the inaugural address, DCM addressed the participants and informed that there is a huge potential for import of Indian agro products in the country. Saudi is also showing keen interest for Indian products and to expand their import basket. Further, APEDA Officials guided the DCM through the APEDA pavilion and the participating members explained that they are currently importing to Saudi and this platform would help them in enhancement of the business.

Inauguration photograph

As the year 2023 has been declared as International Year of Millets, in order to create awareness and to promote value added Millet and Millet based products,

samples of value added ready-to-eat and ready-to-cook, millet products were kept on display. The samples were collected from startups and woman entrepreneurs. Ready to eat value added nutrition bars and millet snacks were distributed to visitors 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. APEDA Pavilion had been provided with highlighted reception and glass display counters for the display of the samples.

APEDA's Representatives at Saudi Agro Food 2023 :

1. Mr. Nagpal C.Lohakare, Deputy General Manager
2. Mr. U. Dharma Rao, Assistant General Manager

15 stalls of 9 sq. mtrs each was set up and provided to Individual APEDA Registered Exporters for their participation.

Following APEDA registered Exporters participated and displayed samples at the Event :

1. M/s. Bajrang Agro Industries / Panicle Foods Pvt. Ltd., (Basmati Rice, Non Basmati Rice, Dates,)
2. M/s. Delicious Foods, (Dehydrated Onion, Dehydrated Garlic)
3. M/s. Indies Global Foods Pvt. Ltd, (Processed Ready to Eat and Ready to Cook Food Products)
4. M/s. Y-Cook India Pvt. Ltd., (Steamed Sweet Corn, Steamed Lentils)
5. M/s. Rainbow Expochem Company, (Herbal products, Fruit and Vegetable Powder, Spices)
6. M/s. Kshirsagar Cold Storage, (Fresh fruits and vegetables)
7. M/s. Varish Traders, (Rice)
8. M/s. Farmart, (Grains, Spices, Oil Seeds)
9. M/s. S.K.Brothers, (Rice)

10. M/s. Coconut Development Board (coconut based products)
11. M/s. Shree Krishna Oil Industries (Coconut milk, Coconut Oil, Virgin Coconut Oil, Cardamom)
12. M/s. Calix Coco Products Inc., (Cocopeat and agro products)
13. M/s. K.K.R. Extractions Pvt. Ltd, (Coconut products)
14. M/s. C & P Substrates, (Cocopeat, Coir Fibre pots, grow bags)
15. M/s. Solo Farms, (Cocopeat)
16. M/s. Siddivinayak Enterprises,
17. M/s. Nexton Foods,

Samples of the following Registered Exporters was displayed at APEDA stall:

1. M/s. Nectar Fresh Foods Pvt. Ltd., – Woman Entrepreneur (honey)
2. M/s. We- Mana Pvt. Ltd,. –Woman Entrepreneur (millet nutrition bars)
3. M/s.Gayatri Industries – Woman Entrepreneur (Jowar Roti, Ready to eat and Ready to cook millet based value added products)
4. M/s.Basani Agro Innovations Pvt. Ltd., - Woman Entrepreneur (Hekpaty Brand Millet and Spice products)
5. M/s. MTR Foods Pvt. Ltd., (Ready to eat and Ready to Cook food products)
6. M/s. Prakruti Healthcare Pvt. Ltd., Banalore (Millet based products and honey)
7. M/s. Maha (Jaggery powder and cubes)
8. M/s. Sirimiri Health & Nutirition(Millet based products)

5. Design and construction :

The responsibility of construction and designing of APEDA Pavilion was awarded to M/s. Riyadh International Exhibition Company Ltd 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 27420 + including exhibitors from 40 + countries.

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 27000 +.

9. Samples and product groups displayed

1. Processed Food Products
2. Cereal Products
3. Honey
4. Peanuts bars/Nutrition bars
5. Millet based value added products
6. Bakery Products
7. Ready to eat and Ready to cook food products
8. Jaggery powder

Photograph

10. Promotional activities :

1. Wet Sampling of Indian Basmati Rice

In order to showcase India's true flavor, special 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 cuisine(Biryani) which was served to the visitors during the event. The Basmati preparation attracted visitors and the visitors appreciated the Aroma and taste of Indian Basmati Rice.

Photograph

2. Promotional activities:

Heena Art at APEDA Pavilion was set up for visitors. Free organic henna tattoo application on the hands of visitors was one of the major highlights of the show. Ladies and girls who were interested were applied Henna and lady visitors showed a great deal of interest in the art.

Photograph

Promotional materials such as Jute Bags, APEDA's brochure, Exhibitor Directory, Millet Recipe Booklets, Basmati Rice Recipe books were distributed free during the show.

photographs

Outcome, Feedback and Suggestions:

The feedback was collected from the participating Exporters and the details of business generated /enquiries received is given below :

Sl.No.	Name of the Company	Business Generated		
		No. of enquiries received	No. Business generated	No. of Negotiations underway
1	Calix Cocoa Products Inc.,	90	-	-
2	Shree Krishna Oil Industries	4	1 for cardamom valued at 4000 USD	1 for coconut oil valued at 45,000 USD
3	Bajrang Agro Industries	35	-	1 for Rice to Dammam valued at Rs.3,00,000 /-
4	Delicious Foods	20	3 for dehydrated onion for 1 lakh USD	3
5	Indies Global Foods Pvt. Ltd.,	15	-	-
6	Y-Cook India Pvt. Ltd.,	17	-	-
7	C & P Substrates	33	2 for cocopeat valued at USD 20,000	1 for cocopeat valued at USD 12,000

The following feedback/suggestions were given by the exporters :

1. Good experience overall and exporters are asking for regular participation in this exhibition every year.
2. Interested buyers will be visiting the factories in India and once satisfied, MoU will be signed in India.
3. Exporters appreciated co-operation offered by APEDA Officials.

4. Exporters felt that networking dinner may be arranged while participation in future in this event, for having more detailed interactions.
5. Many number of enquiries received and business generated for few exporters.

Apeda Officials met Consulate General, Embassy of India Dr. Suhel Ajaz Khan and briefed about the export promotional activities of APEDA .

Millet Food Industry received good feedback from the exhibitors and participants. Participants also had an opportunity to increase their business & make new business contacts through the exhibition. Also, they have gained a lot of enquiries. Translator was provided by the Organizers in the APEDA stall which helped the Officials and exporters to interact and communicate with the local clients/importers easily.

Photograph of the Indian Embassy Official - Inviting for the inauguration of the APEDA Pavilion

Involvement / support of Embassy : Embassy of India in Riyadh :
APEDA was in touch with the Embassy of India and have been taking their help and guidance for the participation in the event. The Indian Embassy was very positive and offered all support to APEDA team for successful participation.

Deputy Chief of Mission visited APEDA pavilion on 23rd October 2023, interacted with participated exporters and discussed various issues with Indian participants to have a better market access in Saudi Arabia market for Indian products.

Photograph

List of Enquiries received during SAUDI AGRO FOOD 2023

Sl.No.	Name of the Company	Products
1.	Diyafat Al Karam Foodstuff Company Khobar Kingdom of Saudi Arabia Tel: 0593761706 Email:salesmngr@dftkrm.com	Food Stuff
2.	LogoFeel Tel:967735570467 Email: pm@lofofeel.com	Pickles
3.	Nadia Global 3830, Al Urubah Rd, 6547 Al Woroud District, Riyadh 12252 Saudi Arabia Tel: +966595841322 Email: anas@nadiaglobal.com	Food Stuff
4.	Al-Rajhi Plant Tissue Culture Laboratories P.O.Box 71097 Diryah 11587 Tel: 966114562600 Email: biju@clonebiotech.com	Plant tissue Culture
5.	Mohammad Alpohai Tel: 9660565934860 Email: m.alfuhid5@gmail.com	Floriculture Seeds
6.	FAD Arabian Tel: 0558888801 Email: a.a.alshamran2000@gmail.com	All Apeda Scheduled Products
7.	Sanabel Al Karam Trading Est. Kingdom of Saudi Arabia – Jeddah Tel: 966583116993 Email: nawargroup2007@yahoo.com	Millet Products
8.	Olam International DMCC 905, Mazaya Business Avenue, BB2 JLT, P.O.Box- 643521, Dubai, UAE	Rice

	Tel: 0971 4 277 9455 Email: mohammed.athar@olamagri.com	
9.	Abdul Mohsin Tel: 0504416811 Email: aamq1394@gmail.com	Millet
10.	Saif Ullah Khan P.O.Box 3506 Riyadh 11481 Kingdom of Saudi Arabia Tel: +966 920 002 306 Ext 125 Mob: +966 540 57 1706 Email: skhan@FUADALFADHLI.COM	All Agri Products
11.	Nutrition & Diet Center Frozen Ready Meals Factory Sudair.Kingdom of Saudi Arabia Mob: +966509507589 Email: mohamead.hafizdeen@dietcenter.com.sa	Frozen Food
12.	Fanar Al Khaleej Trd. P.O.Box: 7171, Riyadh 11465 Saudia Arabia Mob:+966 56 6836 344 Email: dithin@fanargroup.ae	Bakery and Confectionary
13.	EMIVIET 0114, P floor, Algurg Tower 3 Riggat Albuteen, Deira, Dubai, UAE Tel: +971 56 367 1532 Email: Waqas.A@emiviet.vn	Retail Chain Connections in Vietnam
14.	Food Business P.O.Box 25694 Sharjah, UAE Tel: +971 6 563 9494 Mob: +971 50 8828053 Email: info@foodbusinessgulf.com	Ready to Eat
15	Arabian Talent co. Tel: 0541118000 Email: naif.alajmi@atg-sa /atgcaree@gmail.com	Millet snacks
16	Riyadh Prince Saud Bin Mohammed Bin Muqrin Rd, Nada, Riyadh 13317,3rd Floor Mob: +966 59 013 4105 Email: waleed@acpaf.com	Kidney bean, Pulses, Cereals etc.,
17	Ahmed Elsayy Tabraq, Email: aaalsawy40@gmail.com	Bio Pesticide Products
18	Mudassar Iqbal Riyadh-Alnaseem Gharbi- Khurais Rd P.O.Box 45590 Tel: +966 59 635 7101/+966 56 927 4009 Email: m.iqbal@mtagcorp.com.sa	Mango Pulp
19	Al Mahdani Trading & Contracting W L L Tel:974 7772 9798 Email:sanak@mahdani.com	Fertilizer
20	Smart Power Engineering	Packaging Materials for Seeds

	Tel:00971501792355 Email: eng.osamaali@gmail.com	
21	Agribusiness Group Resource Business Center SAVINSKI Bolshoy Savvinskiy Lane 11 Moscow 119435 Russia Tel: +7(495) 741-70-21, ext.777-09 +7 (915) 425-00-72 Email: e.sushilova@gap-rs.ru	Sunflower Oil
22.	Rizwan Al Ansari Riyadh-Khurals Road, Al-Rabwah 7588 Tel: +966 56 067 1876 Email: rizwan@alsumantes.com	All Types of Tea Blended
23	Varja Consulting P.O.Box: 8423, Riyadh 11482, KSA Tel: +966 50 421 8564 Email: varouj@varjaconsulting.com	Millet Snacks
24	Aljabr Trading Company Tel: +966 138589666 Ext 1155 Mob: +966 583018123 Email: baklekar@aljabrauto.com	Food Stuff
25	Elite Charter for Trading Company KSA-Riyadh Tel: 0114544861 Ext: 102 Email: hon.kom@ectc.sa	Food Stuff
26	Fawaz Zayn Big Basket Riyadh Email: fwalzaeim@gmail.com	Agri Products
27	Istarabia & Bushar 1 st Arabia Bushar Email: bashae.shishi@1starabia.com	Agri products
28	Naqliy Tel: 0554499217 Email: info@naqliy.com	Logistics Support
29	Finpal ZeinTower, SalahAl Din Al Ayoubi Rd, Al Malaz, Riyadh, Saudi Arabia Tel: +966 55 091 1127 Email: Riyadh@finpalbooks.com	Business set up consultancy services in Riyadh
30	Saeed Ghodran Group Sulphur Factory P.O.Box 131 Dammam 31411 KSA Tel: +966 13 812 1009 Email: mpatel@saeedghodran.com	Sulphur Fertilizer Supply
31	Alaa samy	Food Stuff

	Tel: 0597988044 Email: drc.alaasamy@yahoo.com	
32	ITA Agri Ltd., P.O.Box 9957 Riyadh 11423, KSA Tel: +966-11 474 8122 Mob:+966 55 667 9984 Email: info@ita-agri.com	Floriculture

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