



Report on

APEDA's Participation

In

World Food Moscow 2023

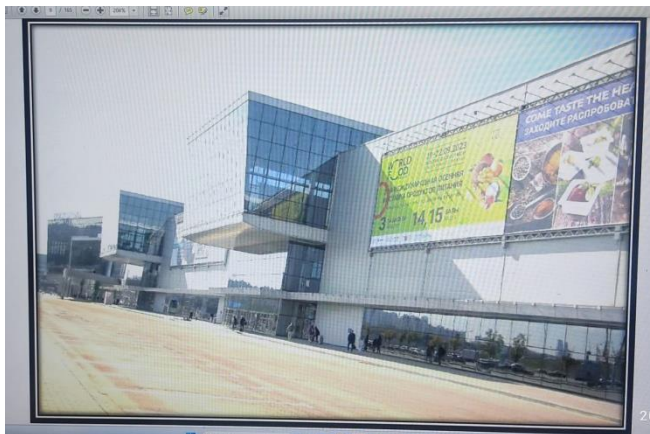
Report on APEDA's Participation

in World Food Moscow 2003

1. Overview of the Exhibition

World Food Moscow is an annual event that brings together professionals and experts of the food industry: food manufacturers and suppliers, buyers from wholesale and retail trade, as well as public catering enterprises. This year, more than 1,000 companies from 39 countries participated and showcased their products in two halls of the Crocus Expo at Moscow.

The exhibitors of the following countries participated in the exhibition: The CIS namely Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Uzbekistan, the Middle East, Brazil, Vietnam, Greece, Egypt, India, China, Malaysia, Mexico, the Netherlands, Pakistan, Peru, Syria, Thailand, Tunisia, Turkey, Uganda, Ecuador, Ethiopia, South Africa, South Korea, Sri Lanka.



2. India's Pavilion

The India pavilion was set up at a prominent location in the main hall No. 14. The pavilion had a modern artistic design with detailed panels on products and uniform theme with India branding, making an attractive and eye-catching pavilion amongst the pavilions of other countries. Further, APEDA coordinated with TPCI, IOPEPC and got the uniform branding done of India's exhibitors. For better comprehension of the local and CIS buyers, the brandings of APEDA theme area and also the stalls were done in bilingual English and Russian languages.



3. Details of APEDA participants

APEDA organised its participation through its 18 member exporters and set up the pavilion with stalls of individual exporters showcasing a vast the range of agri products dealt by them. The detail of exhibitors is at Annexure-I



APEDA pursued with the participating exporters to prepare their publicity material and product labelling in English and Russian language both, which was followed by majority of the exporters and this has enabled the visitors to understand the product specifications offered by the exporters under India pavilion. APEDA had specially prepared QR Codes for Corporate brochures, exhibitors' directory and millet recopies were made as tent card and placed at the reception of APEDA pavilion for easy access of the same of visitors.

4. Inauguration of India Pavilion

The India pavilion was inaugurated at the APEDA pavilion by Ambassador of India to the Russian Federation, Mr. Pavan Kapoor in the presence of Joint Secretary, DoC, Mr. Manish Chadha and the Chairman, APEDA, Mr. Abhishek Dev. The Ambassador of India to the Russian Federation complimented the efforts of APEDA in setting up of a vibrant India pavilion and appended his remarks in the visitors' book.

“Very pleased to visit the India Pavilion at WFM 2023. A proud moment to be to many Indian companies exhibiting their food products. Wish them full success with the support of APEDA, TPCI and Department of Commerce.

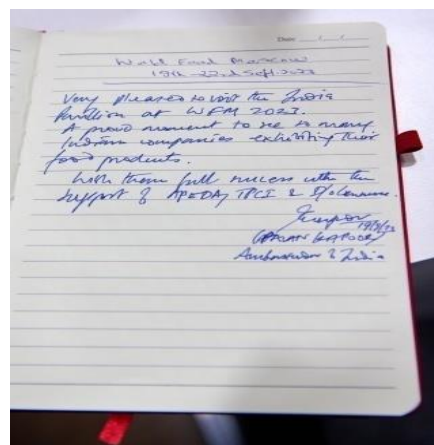
He had a detailed interaction with most of the exhibitors/exporters. He was in particular pleased by the uniform theme of the exhibitors of TPCI, IOPEPEC under the APEDA design.



Inauguration of Pavilion



Interaction with Exporters



Ambassadors' comments

5. Wet sampling

An important and popular part of APEDA pavilion is the exclusive promotion of millet and basmati rice was carried out. A showcase for millet products was set up and range of value added products of millets, i.e. pasta, noodles, cookies, pancakes, puffs, breakfast choco chips, etc were displayed. New line wet sampling of millet based recipes, like khichdi, upma, sprouts and Biryani was got prepared through a prominent Indian restaurant and was served to the visitors.



6. Millet Promotion

As this being the International year of millets, special focus was laid on promotion of millets. A consignment of potential millet value added products was sent to Moscow for display and distribution. The products were specially showcased in the theme pavilion of APEDA.



As a special measure to promotion millets, a 'millet mascot' was created and a person wearing a millet shaped dress moved around the exhibition hall promoting the benefit of millets and its products thereby attracting more visitors to the Indian pavilion.



7. Basmati promotion

Considering the potential of basmati rice exporters in Russian market, basmati rice promotion was carried out. A cut out was prepared on Basmati rice which was placed under APEDA pavilion. This has publicized the basmati rice amongst the visitors.

In addition to this, wet sampling of basmati rice biryani both vegs and non veg was also carried out. A Basmati rice tent card was also placed at the wet sampling of basmati rice counter in Russian language for sensitizing the visitors.



8. Other promotional activities:

Special arrangements were made for Indian traditional Henna application on the hands for the female visitors who visited the APEDA pavilion. A Henna artist residing in Moscow was deployed for this purpose. This was an added attraction especially for the female visitors.



9. Interaction with visitors

Publicity material i.e. APEDA brochure, participants directory was prepared in English and Russian languages and same were given to all visitors for their reference. Pen drive with APEDA logo containing APEDA videos and soft copy of brochures was distributed to the visitors for publicity. The brochure and millet recipe book in the Russian language was made available for access through QR Code.



For the facilitation for communication with the visitors, interpreters and hostesses were engaged who were well versed in English and Russian languages. This helped the exporters to interact and communicate with the visitors properly. Meetings were also held with potential visitors in the common area set up for interaction.



10. Publicity through social media

One week before the show, APEDA started publicizing the event by posting info-graphics at APEDA Website and through social media handles such as twitter, facebook, instagram, etc. Social media updates about the show were uploaded on a daily basis during the show.



11. Print Publicity

Posters depicting potential Indian produce in Russian market were got prepared in both Russian and English and showcased in the theme area. The booklet on APEDA corporate brochure and Exhibitors director at APEDA pavilion were got prepared in Russian and distributed to the visitors.



12. Networking Dinner of Buyers (Importers) with participating exporters.

A networking dinner was jointly organized by APEDA and Embassy of India, Moscow on 20.09.2023 at Hotel Astrus, Moscow which was attended by more than 60 importers from different food supermarkets in Russia, logistic firm and Govt officials and about 70 exporters from India. While opening of the networking dinner, Mr. Pavan Kapoor, Ambassador of India, Mr. Manish Chadha, Joint Secretary, DoC and Mr. Abhishek Dev, Chairman, APEDA addressed the gathering along with Officials from Russia and India and representatives of Banks and logistics companies





The inaugural address was made by Shri Manish Chadha who welcomed the importers and other stakeholders from Russian and Indian side. This was followed by an address by Chairman, APEDA who highlighted the untapped export opportunities for Indian agri products to Russia. The keynote address was made by Sh. Pavan Kapoor, Ambassador of India to the Russian Federation who assured supply of reliable good quality produce on continuous basis to Russian Federation and resolving the issues under the bilateral negotiations.

On the sidelines, APEDA got a meeting was scheduled through Embassy of India with X5 retail chain. The retail chain which while discussion in principle agreed for sourcing the agri products from India and creation of an Indian aisle in their retail chain. For taking up the issues relating to market access a meeting was scheduled with FSVPS and the issues related to meat and meat product, fresh fruits and vegetables were discussed in detail.

13. Areas of follow up/ way forward

1. Sharing of potential products with X5 Retail chain
2. Creation of Indian Aisle in the Retail Chains for getting proper visibility among the buyers.
3. Follow up with DAHD for expediting the action of the concerns of FSVPS for reciprocal of additional meat plants.
4. Replacement of western products with Indian products like toothpaste, detergent and soaps etc.
3. Organizing of mango festival for promotion of Indian mangoes.

On the sidelines APEDA got following two meeting schedule as below:-

i) **Meeting with FSVPS, Russia**

The meeting was joined by Mr. Manish Chaddha, Joint Secretary, Department of Commerce, Mr. Abhishek Dev, Chairman, APEDA, Mr. Alok Malviya, Director, FT-CIS, Department of Commerce, Mr. Praveen Kumar, Director, EP-MP, Dr. Sudhanshu, Secretary, APEDA, Dr. Gagan Garg, Deputy Commissioner, DAHD, Mr. Anirudh Udaikar, Asstt. Commissioner, DAHD and officer represented by EoI, Moscow, Ms. Gina Uika, Dy. Chief of Mission and Mr. Ved Prakash, First Secretary.

Indian side raised the issue of inclusion of conducting inspection of additional meat plants in the State of Maharashtra for approval as only two plants in Maharashtra have only been allowed. Also it was informed that the two approved plants are not allowed to export more than 25,000 MT. The Russian side responded that they will look into these issues and requested to consider the market access issues pending with Indian side.

ii) **Meeting with X5 Retail Chain**

A meeting was scheduled with X5 Retail Chain through Embassy of India. While discussion the strength of Indian Agri products and the range of agri products exported by India was explained. They were requested to consider potential agri products which they are imported from various other countries, for importing from India.

They were requested to create an Indian Aisle in the grocery section for Indian agri products to enable the products from India get proper visibility among the buyers. They in principal agreed to create an Aisle after finalization of the products to be imported. It was also discussed to engage a marketing professional, who can coordinate with X5 Retail chain and other importers for necessary facilitation with Indian concerned agencies/stakeholders.

14. Feedback

The feedback was taken from the participant exporters through a feedback form. As per the feedback compiled, the participants exporters got good response in terms of enquiries and generation of business orders.

The common feedback from the participant exporters has been about the good rating about overall participation. The lay out and design of the pavilion has

been appreciated by the participants. The participants have suggested for repeated participation in the future. Some of the exporters reported that they got good orders and some have got the encouraging response/enquiries. Some of the suggestions have been received from the participants were about having the larger stalls, provision for wifi and the event needs to be publicized in advance, etc.

It is expected that World Food Moscow is visited by more than 20,000 buyers (foot fall) from wholesale and retail trade and public catering enterprises. APEDA pavilion received more than 500 enquiries for different products and various other activities with an expected footfall of 5000 visitors (foot fall) during the 4 days of the exhibition. As reported by APEDA exporters, it is expected that enquiries for a business of around USD one million has been generated during the event and the exporters will be negotiating with the buyers for converting these to final transactions.

15. Conclusion

In overall the APEDA participation under India pavilion organized through Embassy of India has been a good success. Participation in the event has enabled to publicize Indian food products not only in Russian market but in the entire CIS region as large number of visitors from CIS region visited the APEDA pavilion.

Tour report submitted by:

Sd/-
Abhishek Dev
Chairman, APEDA

Annexure-I**List of Participating Exporters at APEDA Pavilion**

Sl NO.	Company Name and Contract Details	Products being showcased
1	Jay Baba Bakreswar Rice Mills Pvt. Ltd. Kolkata,	Parboiled rice, White rice, Basmati rice
2	Mayank Tradelink, Jodhpur	Peanut, blanched peanut, basmati rice
3	S S Agro Foods, Pune	frozen sweet corn kernels and cob, frozen mix vegetables , frozen green peas, frozen mango dice frozen spinach cube, garlic powder onion powder, fried onion
4	Sigma Foods Mahuva	dehydrated onion & garlic peanut butter
5	Mbm Trade-Link Private Limited Mumbai	Groundnut kernels, groundnut in-shell groundnut kernels blanched
6	Delicious Food Mahua,	Dehydrated onion, Dehydrated garlic flakes Dehydrated garlic granules, Dehydrated garlic powder, Crispy fried onion and fried onion products
7	Green Fibre Foods (India) Ltd Navsari, Gujarat	Mango pulp, Mango slice in sugar syrup Chutney, Jaggery, Tomato puree / paste, Tomato peeled / chopped, Pickles, Jam, Tomato ketchup Soya sauce, Paste, Sauce, Canned vegetable, Canned vegetable in brine, Murmura (puffed rice)
8	Mohanlal Shankarlal Agro Foods Pvt Ltd Nagpur.	ir64 parboiled rice, resort rice parboiled
9	G S Exports Mumbai	Groundnut kernels, Blanched peanut, Psyllium husk Chick peas, Dill seeds
10	Saar Enterprises New Delhi	Basmati rice Non basmati rice
11	Parth Foods Mahuva – 364290. Dist. Bhavnagar,	Dehydrated white / red / pink onion kibbled Dehydrated white / red / pink onion powder Dehydrated white / red / pink onion granules Dehydrated white / red / pink onion minced Dehydrated white / red / pink onion chopped Dehydrated garlic flakes, Dehydrated garlic powder Dehydrated garlic granules Dehydrated garlic chopped Fried onion

12	Rainbow Expochem Company Bhavnagar	All Indian fruits powder, Pineapple, mango, orange, Chikoo, pomegranate, apple, jamun, banana etc. All Indian vegetables powder like tomato, spinach, carrot, mint, beetroot, tamarind etc., All Indian herbal products, Moringa, shatavari, tulsi, ashwagandha, aloevera, spirulina, hibiscus, rose petal, giloy, papaya leaf, amla, aritha, wheatgrass, white musli and other herbal powder, All Indian spices powder like, Clove, cumin, fennel, ginger, amchur, cinnamon, coriander seeds, bay leaf, turmeric, black pepper and other spices, All Indian dehydrated products like carrot flakes, beetroot powder, ginger powder, curry powder, garlic powder, onion powder, green chilli flakes, pizza cut , mint leaves , oregano flakes, cabbage powder, coriander leaves and other Indian vegetables.
13	Al-Khair Exports New Delhi	non - basmati rice basmati rice Guar gum Groundnuts
14	Seeds & Grains India Pvt Ltd New Delhi	Groundnut, Blanched peanut Chickpeas Parboiled rice,
15	Arizone International LLP Daman	Psyllium Husk powder, Sesame Seeds, Chia Seeds, Turmeric Powder, Cumin Seeds, Fenugreek Seeds Hulled sesame seeds, Tomato seeds, Black chia Seeds ,White Quinoa Seeds
16	Veer Agri Modipuram Meerut	All types of Rice, Groundnut, Mango Pulp, Citric Acid, Millets
17	Amrut International, Ahmedabad	Drinking, chocolate powder, corn flour, custard powder, cocoa powder, icing sugar, baking powder, soda bicarbonate, food color powder, Glucose D Powder, Saffron-Natural, On Dairy Creamer, Dextrose Anhydrous, Instant Flavour Drink Powder, Flavoring Essence, Liquid Food Color, clouding Agent, rose Syrups, Syrups, Chocolate Syrup,
18	Raj Foods International, Mehsana, Gujarat	Sesame seeds & spices