

REPORT ON APEDA'S PARTICIPATION AT FRUIT LOGISTICA : 8-10 February,2017, BERLIN (Germany)

Fruit Logistica- Feb 8-10, 2017, Berlin (Germany) is a International Trade fair exclusively for Fresh Fruits and Vegetables marketing across the world. This place has the greatest importance on providing trade corridors' to the exhibitors/ Exporters and visitors alike with the very best business opportunities, the best information, and the best innovations in the entire value chain of fruits and vegetable sector. During the said event not only more than 2900 exhibitors/companies from 85 different countries participated but also around 70,000 trade visitors from all over world visited the Fruit Logistica which includes top multinational decision-makers for the business development perspectives in wholesale and retail chain.

APEDA had taken a space of 208 sq. mts for participation in the exhibition. The space was allotted in Hall 7.2A where the other countries like China, South Korea and New Zealand were in neighbouring stalls. Indian pavilion was aesthetically designed and decorated by hiring an event management company i.e. M/s 6th P Marketing and their work was greatly appreciated by the participating exporters and visitors.

The Indian participation in Fruit Logistica-2017 was coordinated by Mr. R Ravindra, Deputy General Manager, APEDA, Regional Office Bangalore and Mr. N C Lohakare, AGM , APEDA, New Delhi.

Nine leading fresh produce companies and three new companies participated in the Trade show. The following fresh produce exporters participated under Indian pavilion and showcased their products.

S.N.	Name of Exporter	Products	E-mail address
1	Mersel Foods Pvt. Ltd.	Table Grapes	sourav.basu@merselfoods.com
2	Agrion Overseas	Fresh Grapes, Pomegranets etc.	pratik@agrion.in ; pmutha@don-limon.de
3	INI FARMS	Pomegranets, Banana, Arils, Coconuts etc.	shruti.sharma@inifarms.com
4	JK Horticulture Export Pvt Ltd	Mango and vegetables	jkhorticulture.bdm@gmail.com
5	Jain Farm Fresh Foods Ltd	Fresh Banana, Pomegranate, Mango, Citrus etc	rawale.kishor@jainfarmfresh.com
6	Kalya Exports	Fresh Grapes	ashok@kalyaexports.com
7	Sangle Agro Processing Pvt. Ltd.,	Fresh Grapes	sangle@alcomp.in
8	Deccanfield Agro Industries Pvt. Ltd.,	Banana, Papaya	mailus@deccanfield.com
9	Zirla International	Fresh Vegetables	srinivasrtw@gmail.com

10	Deccan Edibles Pvt. Ltd	Grapes, Pomegranates, Kinnow	sales@deccanproduce.com / deccanproduce@gmail.com
11	Misra Automatics Pvt Ltd	Mangoes	jagsher@mapleagro.com
12	Sanghar Exports	Onion and Potato	jitalshah@sanghargroup.com

Wet sampling of Banana and Papaya was also organized at APEDA stall and also in the exporters stalls.

Around four Indian exporters (i.e. Sam Agri Tech, Namdhari Seeds Pvt Ltd, Kay Bee Exports and AVI Global plast Pvt. Ltd) also participated in the exhibition by taking independent stand .

During the 2nd half of first day of the event i.e. 08.02.2017 German Agribusiness Alliance at OAV- German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany had jointly organized an event “ Focus India : Tapping the potential for the Fresh Fruits and Vegetable Production”. In the event discussions were held on the current challenges and present business opportunities, requirements and restriction for trade and export of the fruit and vegetables sector by the various stakeholders in the supply chain which included importers, buyers, regulators and Indian exporters.

In the Opening remarks, Mr. Torsten Spill, Co-Chairman, German Agribusiness Alliance dealt upon the following challenges confronting the trade and requested the stake holders to deliberate on the issues and find an appropriate solution.

- Environmental change in the climate
- Increasing Biodiversity
- How to feed the world and how to achieve in sustainably manner?
- Doubling the income of farmers
- Develop business opportunities.

He also emphasis on the challenges in backward linkages and education to the farmers on quality. He further said that German Companies are already working in India under Private Private Partnership (PPP) model with a aim to double the income of farmers and their standard of living. Considering the immense potential for import of fruits and vegetable from India, the Germany government has been increased their budgetary provision in Agriculture sector to 17.18 billion Euro which is 15% more over the last year for the development of basic interventions in the joint venture activities for farms.

Mr. Andreas Schindler of M/s DONLIMON, Hamburg, a Germany based importer presented a Case study through a movie and explained about the activities implemented in India in association with one of the participant exporter M/s Agrion Overseas, Kolhapur Maharashtra. He detailed about linking the farmers to markets through the infrastructure created at the point of collection by them

under Private Private Partnership (PPP) model and doubling the income of the Indian farmers by buy back policy for export worthy produce .

Further, Mr Yogesh Mohite, Head of Food Chain, Bayer Crop Science Division in India explained about the 5P business model currently under implementation with the Gherkin growers in the Karnataka region (India). The details of 5-P model are mentioned below :

P- Production (with supply of seeds)

P- Protection (spray package for gherkins/cucumbers)

P-Programme Monitoring (deployment of dedicated team which includes Agronomist and Extension team with tools of Global GAP.

P- Passport i.e Traceability

P-Post Harvest Management

Mr. R Ravindra, DGM, APEDA explained the current developments in India and the present share of India's export of fresh fruits and vegetables in the European Market. He also mentioned that due to conducive and varied agro climatic conditions/zones available in India, a lot of fresh fruits and Vegetables like Mango, Grapes, Pomegranates, Banana, Papaya and Exotic Vegetables can be exported to EU. He explained about the Cluster Development Initiative taken up by APEDA to enhance exportable quality production and Infrastructure created by APEDA for promoting the exports of fresh fruits and vegetables. He invited business delegation to visit India to see for themselves the change in the cultivation and export certification system put in place by India with quote "seeing is believing" rather than assessing/ analysing the India based on Rapid Alert on Food and Feed System (RASFF) issued by European Union on the food safety angle.

Dr. A K Singh, Managing Director, National Horticulture Board, Gurgaon shared the Indian Horticulture scenario and mentioned about the immense potential in production of fruits and vegetables. Further, he informed that consumption of inorganic fertilizers in India is 1/10th in comparison to consumption in Europe. Further he mentioned that the Government of India has devised a policy for production of high value horticultural crops which can be exported.

Mr. Vikram Vardhan, Second Secretary (Commerce and Economic wing), Embassy of India in Germany briefed about the Make in India Mittelstand (MIIM) and business support program implemented by Government of India. Further, he informed the list of agencies involved in various activity for ease of doing business in India and the projects generated through the programme.

Two interviews for the online magazines i.e. Produce Business UK and Fresh Plaza were given by Shri R Ravindra DGM on behalf of APEDA. The Interview focused on the strategy to improve the miniscule presence of Indian fresh fruits and vegetables in EU by concentrating on untapped potential by involving the retail chain markets of Berlin and EU markets. Of the two Interviews, one was decided

on the spot during the exhibition hours even among the tight schedules of trade visitors and enquiries for the fresh fruits and vegetables. Other was pre-planned . In both online magazine interview, Initiatives taken by APEDA under cluster development for production of exportable quality fruits and vegetable like Mango, Grapes, Banana, Papaya, Pomegranates and vegetables were explained.

The feedback received from the participating exporters have been very encouraging. They have received number of enquiries from the Importers and are pursuing further with the Importer. Further, Onion, Potato, Banana, Papaya, Coconut water and brown coconut water exporters have received number of enquiries from the new buyers to develop the business for this commodity in European Markets. Most of the participating exporters are negotiating contract and are offering sample trial to them before finalizing the deal.

The list of enquiries received during the event has been annexed at Annexure -1 Fruit Logistica is the largest exhibition in the fresh horticulture produce trade. Most of exporters who participated in Fruit Logistica this year are keen to participate in next year i.e. 2018. Further, few more exporter who could not participate has expressed keen interest to participate in the next year event

Hence the following recommendations :

APEDA should continue to participate in the trade show at larger scale with subsidized/ minimum cost to be charged from the member exporters.

India should invite representatives of procurement cell (team) from Wholesale and Retail Chain supplier of the following major players in Germany

- METRO GROUP (Wholesaler)
- REWE (Premium and quality retail chain supplier)
- KAISER (Premium and quality retail chain supplier)
- LIDL (Retail chain)
- ALDI (Retail chain for voluminous quantity)

Along with the participation in exhibitions, APEDA should also organize the business event to showcase India's strength in export of Agricultural commodities in collaboration with pro-active Importers association/ Chamber of Commerce and Embassies of India. Assistance may be availed from EOI to indentify such Associations/ Chamber of Commerce.

Mango Promotion Programme in Berlin.

The present share of Indian mango in German market is miniscule. At present it is serviced by Pakistan, Mexican and Thailand. In order to increase India's share of Mangoes in Germany, APEDA should organize Mango promotion Event in Berlin in

association with Metro Group/ or other retail chain supplier mentioned above. Later such events may be extended to Banana, Pomegranate and Papaya by taking the space in the retail chain at least for consecutively three years.

Annexure-1

S.N.	Name of Company	Contact Person/Tel No./ E-mail address	Product interested
1	SIA SEDUCTIONS ARMATIQUE, Riga, Latvia	Rajesh Kumar, Director Tel: +371 6 692 400 Fax: +371 26 099 038 E-mail: info@seductionsaromatique.com	Tomato paste
2	AK Food International, Rotterdam (Netherland)	Arvind K Kulshrestha, MD Tel: +31 10 8412950 Fax: +31 10 8403661 Mob: +31 651186950 E-mail: arvindkulshrestha@akfoodinternational.com www.akfoodinternational.com	Pomegranate, Grapes, Mango. Litchi, Guava and Papaya
3	Foodex PO Box 19619 Doha Qatar www.foodex.com	Dr. Ahmed I. Moussa, CEO Tel: +974 444 6194 Mob: +974 6655 9077 E-mail: ahmed@foodexts.com www.foodexts.com	Fruits and Vegetables
4	Al Barakeh Fruits and Vegetables Azmi street-kadisha building 3 rd floor – Tripoli- Lebanon	Abdul Halim Jamal, General Manager +961 3 533 270 +961 76 122 111 +961 6 431 476 +961 6 431 477 E-mail: abdulhalim@albarakehlb.com www.albarakehlb.com	Pomegranate & Coconut
5	Gutierrez Tropical Fruit	Borja Cardenoso Gutierrez +34 678967145 E-mai: Gutierrez@gmail.com	Bitter Gourd, Tinda, Green Chilies
6	Wadi Al-Hemaa Est. Import & Export	Talat Nabil Ghanen, Marketing Manager +966 598054000 +966 536350108	Fruits and Vegetables

		E-mail: talatnabilhassan@gmail.com talatnabilhassan@hotmail.com Skype: talat.nabilhassan	
7	Indus Media ReichsstraÙe 88 14052 Berlin, Germany	Brijesh Patel, Director +49 (o) 3051301410 Mob: +49 (o) 15733283087 E-mail: b.patel@indus-media.com www.indus-media.com	Mangoes
8	High Trade Company Import & Export & Commercial Agencies, Egypt	Mr. Mohammed Gamal Mob: (002) 0111 746 88 66 Mob: (009) 050 70 55 30 31 Tele : (002) 040 35 222 83 Fax: (002) 040 35 222 83 E-mail: Hightrade21@gmail.com Htext2000@gmail.com www.htext2000.com	Mangoes and Banana
10	F.H. NOWALIJK Pitr Wychowatek ul. Zyczliwa 17 97-300Piotrkow Tryb. NIP: 771-143-35-47	Mr. Patryk Farbotko Handlowiec Sales Manager- English Mob: +48 509 375 366 Tel: +48 44 73363 13 +48 44 73363 14 Fax: +48 44 64626 52	Chieives
11	Fruvexco Bukedries 5 6673 DP Andelst The Netherland	Mr. Tugho Kampschoer Tel: +31 (o) 488 427895 M: +31 (o) 620 971868 E: tugho@fruvexco.com www.fruvexco.com	Ginger, Brown Coconut and coconut Water
12	VEGMAN Ltd C1,C2 & C3, Newsmithfield market, Whitwrth Street East Manchester, M112WW, Great Britain	Mr. Farrkh Javed Tel: 0161 231 1002 Fax:0161 231 3238 E-mail: info@vegmanimport.com www.vegmanimport.com	Mango
13	Intagro, Agriculture and Consultancy Ltd. 8 Hazait st., Shaqed, Israel 38762	Mr. Boaz Yagel Agr. M: 972-53-336-1931 T: 972-4-822-5711 E: boaz@intagr.net www.intagro.net	Cashunut
14	The Garden of Eden (A subsidiary of	Mr. Christiana O. Akinwunmi, Managing Director	Flowers and seeds

	CENL)	Tel: +234 818 793 5201 +234 803 488 1148 E-mail: cakinwunmi13@gmail.com info@chrstlak.com	
15	EHB Agor Service Company	Mr. Khabibullina Elena +7 981 77 811 77 E:mail Elena@ehb-agro.com	Cucumber in brine solutions
16	St. Mina International United Kingdom	Mr. Stehane Siha Business Development Manager Tel: 44 (O) 208 813 5225 44 (O) 208 756 1800 Mob: +44 (o) 794 688 1555 E-mail: stephane@stmina.co.uk www.stmina.co.uk	Vegetables and Fruits
17	AKBAR INTERNATIONAL CO.LL.C Import & Export Fresh Fruits P.O.Box:171,P.C;101 City Centre, Muscat Sultanate of Oman	Mr. Akber Ahmed, Managing Director Whatsapp: 00968 9913 1863 Tel: 00968 2455 0603 E-mail: md@akberinternational.cm Twitter: @akberinternational Skype: akber.int@gmail.com www.akberinternational.com	Fresh Fruits and vegetables, Chicken, Mutton and Eggs
18	Capital Health Ltd Unit 1D, Tewin Court Ind Estate Tewin Road Welwyn Garden City Herts, AL7 1AU United Kingdom	Mr. Palvesh Patel Managing Director Tel: 0044 1707 322022 Fax:0044 1707 376161 Mob: 0044 7836329195 E-mail:palvesh@aol.com palvesh@capitalhealth.org.uk	Organic fresh Fruits and Vegetables, Organic Rice
19	Aysel Group 195067, Pr. Nepokorennih 63, bld. 37/15, Sanin-Petersburg, Russia	Mr. Mehman Guluyev Manager of Import Department Tel: +7 812 385 08 61 +7 931 369 57 96 E-mail:mehman@aysel-ltd.ru Skype: mehman.g www.aysel-ltd.ru	Grapes and Pomegranates



APEDA's pavilion at Fruit Logistica 8-10 February 2017 at Berlin (Germany)



Exporters stall includes APEDA pavilion at Fruit Logistica 8-10 February 2017 at Berlin (Germany)



Banana importers and Logistic company discussions in APEDA pavilion at Fruit Logistica 8-10 February 2017 at Berlin (Germany)





Dr. A K Singh, Director, National Horticulture Board, Gurgaon (Haryana) delivering the lecture on “Focus India” organized by German Agribusiness Alliance at OAV- German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany at Fruit Logistica 8-10 February 2017 (Germany)



Mr. R Ravindra, DGM, APEDA delivering the lecture on “Focus India” organized by German Agribusiness Alliance at OAV- German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany at Fruit Logistica 8-10 February 2017 (Germany)



Indian Exporters and German Importers (audience) present for discussion on “Focus India” organized by German Agribusiness Alliance at OAV- German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany at Fruit Logistica 8-10 February 2017 (Germany)



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Opening remarks of Mr. Torsten Spill, Co-Chairman, German Agribusiness Alliance on challenges confronting the trade during “Focus India” organized by German Agribusiness Alliance at OAV-German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany at Fruit Logistica 8-10 February 2017 (Germany)



Mr. Vikram Vardhan, Second Secretary (Commerce and Economic wing), Embassy of India in Germany briefed about the Make in India Mittelstand (MIIM) during “Focus India” organized by German Agribusiness Alliance at OAV- German Asia-Pacific Business Association, APEDA and Embassy of India in Berlin, Germany at Fruit Logistica 8-10 February 2017 (Germany)

