

Event Report



Middle East Organic & Natural Expo 2024
18 – 20 November 2024 | 10am – 5pm
Dubai World Trade Centre

AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

The Agricultural and Processed Food Products Export Development Authority (APEDA) is an Indian Apex Export Trade Promotion Active government body set up by the Ministry of Commerce and Industry, Govt. of India under the Agriculture and Processed Food Products Export Development Authority Act 1985.

APEDA is the premier body of export promotion of fresh vegetables and Fruits and their Products, Meat and Meat Products, Poultry and Poultry Products, Dairy Products, Confectionery, Biscuits and Bakery Products, Honey, Jaggery and Sugar Products, Cocoa and its products, chocolates of all kinds, Alcoholic and Non-Alcoholic Beverages, Cereal and Cereal Products, Groundnuts, Peanuts and Walnuts, Pickles, Papads and Chutneys, Guar Gum, Floriculture and Floriculture Products, Herbal and Medicinal Plants, De-oiled rice bran, Green pepper in brine, Cashew Nuts and its Products etc.

It provides the crucial Interface between farmers, storehouses, packers, exporters surface transport, ports, Railways, Airways, and all others engaged in export trade to the international market.

The vision is to “create a world class organization dedicated to promote India as the “supplier of choice, agro and value-added food products in the global markets” the functions of the authority includes.

- Development of Industries relating to the scheduled products for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- Registration of persons and exporters of the scheduled products on payment of such fees as may be prescribed;
- Fixing of standards and specifications for the scheduled products for the purpose of exports,
- Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyance or other places where such products are kept or handled for the purpose of ensuring the quality of such products,
- Improving of packaging of the Scheduled Products,
- Improving of marketing of the Scheduled Products outside India,
- Promotion of export-oriented production and development of the Scheduled products

- Collection of statistics from the owners of factories or establishment engaged in the production processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and
- publication of the statistic so collected or of any portion thereof or extracts there from;
- Training in various aspects of the industries connected with the scheduled products, such other matters as may be prescribed.

APEDA's Scheduled Products for Export Promotion and Development

- Fruits, Vegetables and their Products
- Meat and Meat Products
- Poultry and Poultry Products
- Dairy Products
- Confectionery, Biscuits and Bakery Products
- Honey, Jaggery and Sugar Products
- Cocoa and its products, chocolates of all kinds
- Alcoholic and Non-Alcoholic Beverages
- Cereal and Cereal Products
- Groundnuts, Peanuts and Walnuts
- Pickles, Papads and Chutneys
- Guar Gum
- Floriculture and Floriculture Products
- De-oiled rice bran
- Green Pepper in brine
- Cashew Nuts and its Products

MIDDLE EAST ORGANIC & NATURAL EXPO 2024 DUBAI
**APEDA's Participation in Middle East Organic & Natural Expo
Dubai 2024**
(18th – 20th November 2024)



The Agricultural and Processed Food Products Export Development Authority (APEDA) participated in the 22nd edition of the Middle East Organic & Natural Products Expo 2024, held in Dubai from November 18 to 20. This prestigious event, renowned as the largest and most influential gathering dedicated to Organic and Natural Products in the Middle East, was held under the esteemed patronage of the Ministry of Climate Change and Environment, UAE Government.

The Middle East Organic & Natural Products Expo 2024 brought together key players from five major sectors: Food & Beverage, Health, Beauty & Wellness, Agriculture & Environment and Sustainable Living. The Expo serves as an essential platform for suppliers, exporters and importers to network, forge valuable partnerships and explore the latest trends in the Organic and Natural Products market.

APEDA, recognizing the immense potential of the Middle East as a key export destination, participated to promote Indian Organic Products and forge deeper connections with importers in the region and beyond. Indian exporters benefitted from show casing their premium organic offerings, engaging in targeted Business-to-Business (B2B) meetings and expanding their reach in the Middle Eastern market.

APEDA booked 132 square meter space and created the India Pavilion, which was meticulously designed to reflect India's vibrant and diverse Organic Products Sector. Participating exporters had the opportunity to exhibit their products within individual furnished stalls.

The Middle East Organic & Natural Products Expo 2024 offered a unique opportunity to show case India's Organic and Natural Products on a global stage and APEDA facilitated the participation of Indian exporters in this dynamic event.

The INDIA Pavilion

India pavilion was spread over an area of 132 square meters

A Special area was created to display Indian Organic and Natural products. Vast range of Organic Products including Fresh Fruits and Vegetables were show cased.





THE DISPLAY WITH ORGANIC PRODUCTS AND FRESH FRUITS & VEGETABLES





THE Co - EXHIBITOR BOOTHS

Inauguration:

APEDA's India pavilion, spread over an area of 132 square meters, was one of the key attractions at Natural and Organic Products Expo Dubai.

It showcased a vibrant array of products from 11 participating Exporters.

APEDA's India Pavilion was inaugurated by Shri Satish Kumar Sivan, Consul General of India to Dubai, alongside Shri B.G. Krishnan, Consul (Economic, Trade, Commerce & Education) in the presence of Shrimati Vinita Sudhanshu, General Manager, APEDA & participant exporters.

Shri Satish Kumar Sivan complimented APEDA's efforts in promoting organic agri exports. He highlighted the potential for business partnerships and collaborations in the Middle East markets and the latest trends and innovations in the organic sector for fostering sustainable growth.

Shri Satish Kumar Sivan also engaged in direct discussions with the Indian exporters and producers, appreciating the quality, diversity, and wide range of Indian organic products showcased at the pavilion.

The showcased products included Organic rice, cereals, oils, herbs, seeds, mango pulps and dehydrated vegetables and fruits.



Shri Satish Kumar Sivan Cutting the Ribbon to inaugurate India Pavilion

**Shrimati Vinita Sudhanshu Welcoming
Shri Satish Kumar Sivan and lighting the Lamp**



Shri Satish Kumar Sivan Interacting with Exporters



11 Exporters exhibited in the APEDA India Pavilion.

S.N.	Exporter Name	Participants Name	Product Description
1	Star Global Multi Ventures Pvt Ltd	Mr. Sanjay Sharma GM Export	Organic Rice (Basmati and Non-Basmati)
2	Gavyadhar Organic Pvt. Ltd.	Mr. Vikas Rao Export Head	Organic cereals, pulses, oils, spices, herbs, seeds, sweeteners, etc.
3	ELWORLD AGRO & ORGANIC FOODS PRIVATE LIMITED	Mr. S N Dwivedi Managing Director	organic product range of spice, rice, pulses , millets, natural sweeteners and more
4	GUJARAT COOPERATIVE MILK MARKETING FEDERATION LTD (AMUL)	Mr.Nimit Doshi Head - Emerging Sales Channel	ORGANIC ATTA, RICE, PULSES, SPICES
5	NUDGETECH SOLUTIONS PRIVATE LIMITED	Mr. Amlan Patnaik	Strawberry, Aseptic mango pulp - Alphonso, kesar, dasheri, totapuri, extraction from non-GMO, sorted, ripened, washed fruits by mechanical process, Turmeric Whole, Turmeric Powder
6	SUPERVEDIC VENTURE LLP	Mr. Jay Bhadani	Manufacturer of Herbs, Superfood, Spices, & Dehydrated Vegetables/ Fruits/ Flowers.
7	PraTithi Organic Foods Pvt. Ltd.	Tapan Ray, Founder & CEO	Organic Rice, Organic Pulses and Organic Nuts
8	Just Organik	Mr. Pankaj	Organic Rice, Pulses, Millets and Spices
9	Nature Bio Foods	Mr. Rohan Grover CEO	Organic Rice, Pulses, Millets, Flours, Oil Seeds, Oils and Meals
10	JIVAMRIT ORGANIC FARMER PRODUCER COMPANY LIMITED	Mr. Satyapal Singh Director	Organic Pulses, Flours, Spices, Rice, Oils & Ghee, Sweeteners, Honey, Jams, Beverages, Dry Fruits and Nuts
11	Basillia Organics	Mr. Shubham Oswal	Natural and Organic Rice, Pulses, Seeds and Spices

Tasting of various Indian products were done at the APEDA India Pavilion.
An attractive Indian Food Cart was designed to do the sampling activity.

The following Organic products were sampled amongst the visitors:

1. Organic Zafarani Subz Pulao
2. Organic Tea
3. Organic Millet Khicdi
4. Organic Pasta
5. Organic Mixed cut Fruits
6. Organic Jaggery and
7. Organic Millet ready to eat products





THE ZAFARANI SUBZ PULAO, ORGANIC MILLET KHICHDI & ORGANIC PASTA BEING SAMPLED

ORGANIC INDIAN FRUITS



VISITORS IN LARGE NUMBERS ENJOYED THE TASTY SAMPLES

Organic Indian Heena Tatoos

The Free Heena application to the Visitors especially the women was a big hit and visitors were seen in large numbers getting the Heena Tatoos.





Buyer Seller Meet

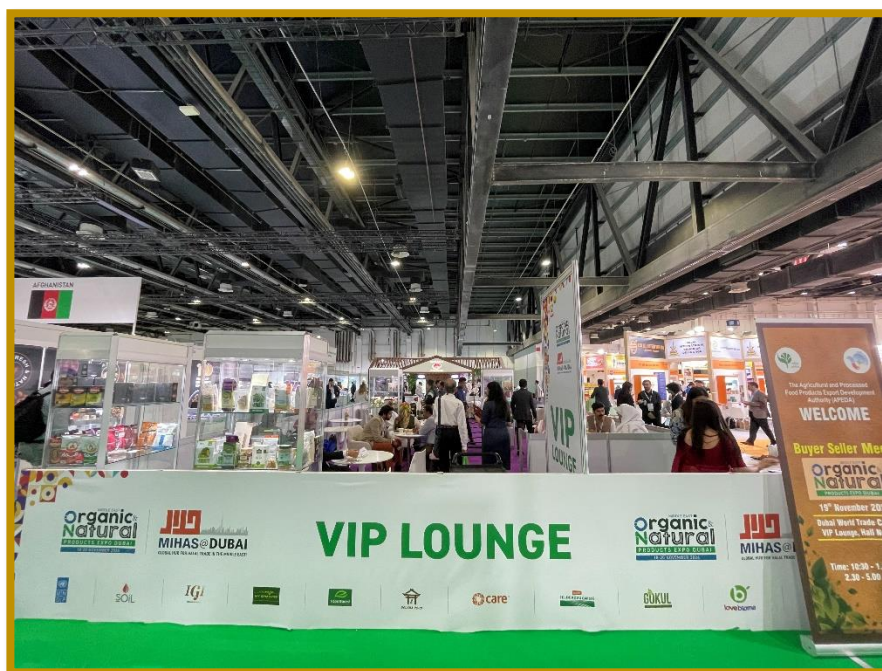
On the second day of expo i.e. 19 Nov 2024, APEDA organised a Buyer Seller Meet at VIP Lounge in Hall number 2 of Dubai World Trade Centre.

The Participants were Exhibitors, Exporters, International Buyers and Government Officials.

The Buyer-Seller Meet at Middle East Organic & Natural Expo was a resounding success, offering a valuable platform for Indian exporters to connect with global buyers. Twenty-one B2B meetings were conducted during the event. Exporters displayed high-quality samples and brochures.

Buyers were particularly interested in sustainably sourced and organically certified products.

Products such organic basmati rice, fruits, honey, millets, oil and spices received considerable buyer attention.





EXPORTERS INTERACTING WITH BUYERS DURING BUYER SELLER MEET



Special Visitors at APEDA India Pavilion

- H.E. Butti Saeed Al Ghandi, Vice-Chairman of the Dubai World Trade Centre
- Salim M.A. , Director LULU Group



Out of Home Campaign “INDIAN ORGANIC – GOODNES THAT LASTS” was run in Dubai during the Organic & Natural Products Expo.

The locations covered included Dubai Metro Stations and Gas stations around DWTC.

Print Media Campaign “INDIAN ORGANIC – GOODNES THAT LASTS” was also run.



DUBAI METRO STATION



GAS STATION



PRINT MEDIA

APEDA's participation with 11 exhibitors in Middle East Organic & Natural Expo served as a catalyst for market expansion, global exposure, and business growth for India's Natural and Organic Agri Product Exports.

Recommendations/Learning:

1. The space of India pavilion including APEDA needs to be increased for showcasing the vast potential of Indian agri products.
2. Participation should be followed up with promotion programmes in retail outlets with the support of Indian Embassy.
3. A PR Agency needs to be engaged for pre & post event follow up after APEDA's participation.

Summary

The Middle East Natural and Organic Expo Dubai provides industries involved in Natural & Organic trading an opportunity to present their range of products and services from growing to selling to research and development to certification.

One of the main attractions of The Middle East Natural and Organic Expo Dubai is that it is a compact, highly effective show focusing on specific target groups.

The presence of natural, organic, and fresh produce from India should be made mandatory at such International Trade Shows to provide maximum exposure.