



10th to 14th October, 2015

Cologne, Germany

Report





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ANUGA, Cologne – 2015

ANUGA 2015: A record number of exhibitors and growth in attendance.

Quality of the visitors convinces the exhibitors across the board.

ANUGA in Cologne is unparalleled as a business and information platform.

Decision-making buyers from the trade and from the food service sector ensured that the trade fair took a dynamic course.

The international significance of ANUGA for the food sector was also an occasion for numerous high-ranking political delegations from Germany and abroad to visit ANUGA.

The ANUGA exhibitors used the trade fair intensely to present new products and concepts to the thoroughly interested trade audience that was keen to place orders.



A wide spectrum of innovative convenience and ready-to-cook products as well as vegan and health products provided numerous impulses.

Many of the participants were delighted to get the age old business tie-ups revived through this participation. Buyers found a common forum to discuss the business.

Overall the participation by the exporters left them fulfilled.

ANUGA in figures:

7,063 companies from 108 countries took part in ANUGA 2015 on exhibition space covering 284,000 m².

Around 160,000 trade visitors from 192 countries attended ANUGA 2015.

The next ANUGA will take place from 7 to 11 October 2017.



APEDA – Participation

One of the ways to promote the export is through participation in International Trade Fairs.

These fairs, provides the platform to showcase the strength of India to cater to the world.

APEDA participates in many of such fairs of repute round the globe and **ANUGA Food Fair**, Cologne, Germany is one of those. It is one of the most trusted and renowned fairs where a confluence of trade and commerce takes place.

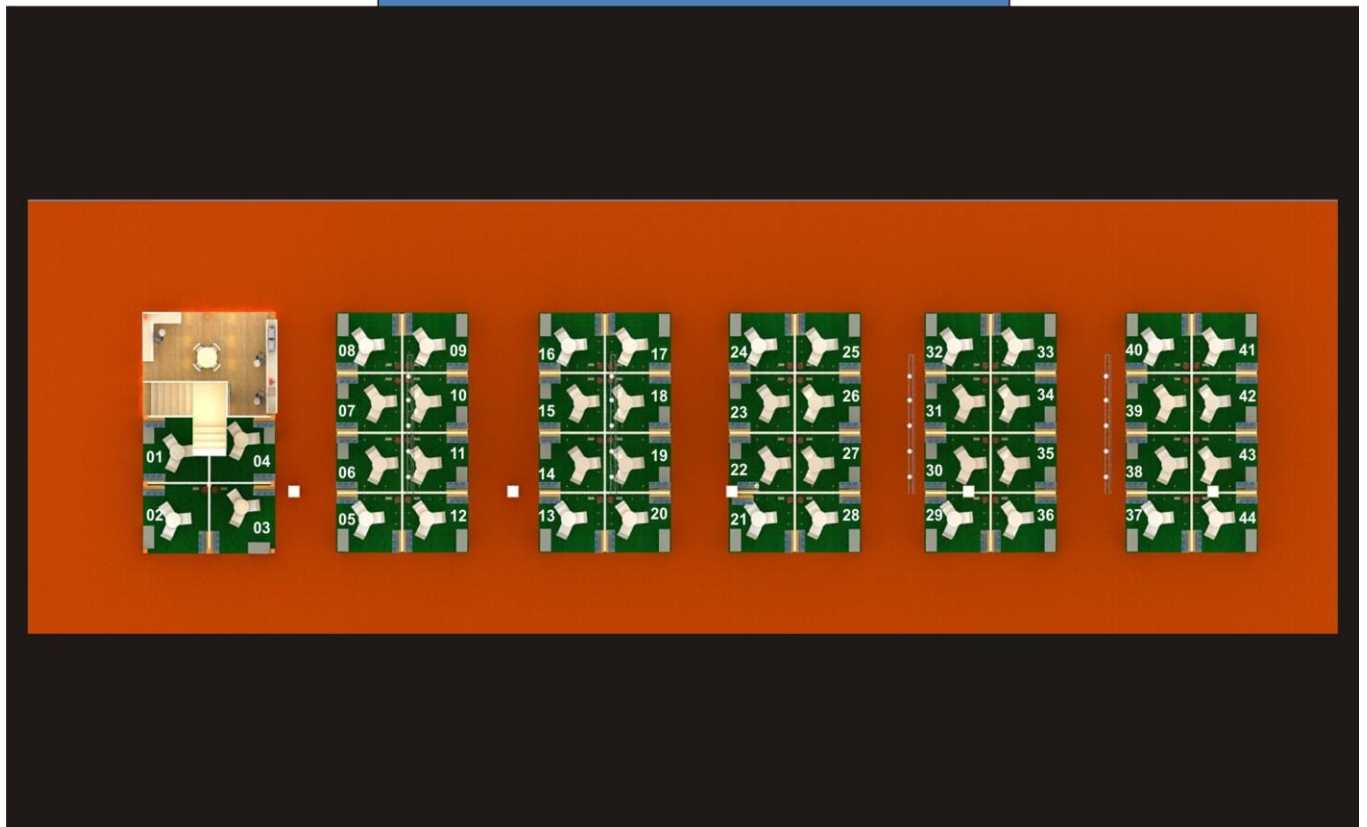
By participating in such prestigious fairs, APEDA ensures and serves as an international platform for its members, that they receive maximum benefit and varied business opportunities.

An open space of 504 sq. mtrs. was allocated by the Government to APEDA. The space to APEDA was allocated through India Trade Promotion Organisation (ITPO).

APEDA built specially designed pavilion with mezzanine floor to accommodate exhibitors, VIP lounge for meetings, reception area and special area for Biryani sampling. Overwhelmed response from the exporting fraternity was received.



The Layout Plan for the APEDA Pavilion



APEDA Pavilion

Total number of 44 exporters could be allocated space in the fair where APEDA allocated 9 sq mtrs uniformly to the exporters.

This enabled APEDA to enhance chances of participation by maximum number of exporters.





List of Participants

- H R Exports P Limited
- P K Overseas P Limited
- U V Exports P Limited
- Global Agro Corp
- Chaman Lal Setia
- Trimax International
- B Natha Singh Karam Singh
- Om India Tradiing Company Private Limited
- Supple Tek Industries Private Limited
- Edible Agro Products Limited
- New Bharat Rice Mills
- Talakshi Lalji and Company
- Bharat Industrial Enterprises Limited
- World Dehydrates Foods & Spices
- Fauji Exim P Limited
- Best Foods Limited
- Mihir Agro Services
- Navkar Processors
- Evergreen Exports
- Swathy Enterprises
- MBM Trade Link
- Balaji Tradexim P Limited
- Allanasons P Limited



- G S Exports
- Yogi Foods
- R M Foods
- Merchant Dehydrates P Limited
- Rajdhani Dehydration
- Agri Venture
- Orchid Exim (India) P Limited
- Amul Dehydration
- United Foods
- V T Foods
- Khedut Feeds and Foods P Limited
- Vishaal Natural Food Products P Limited
- Chitale Bandhu Mithaiwale
- Rajesh Industries
- Kirti Udyog
- All India Rice Exporters' Association (AIREA)
- Sagar International
- S S Food Industries
- RP Basmati Rice Ltd.
- Maharaja Dehydration P Limited
- K Rice Group Co. Ltd.



India's show was further graced by the visit of

- Ms Harsimrat Kaur Badal, Hon'ble Minister of Food Processing Industry,
- Mr Eknath Khadse, Hon'ble Minister of Agriculture of Maharashtra,
- Mr Saryu Roy, Minister for Food and Consumer Affairs of Jharkhand,
- Mr D K Jain, Addl. Chief Secretary to the Govt. of Maharashtra.
- Mr Sabyasachi Ghosh, Secretary Industries & Commerce to the Govt. of Telangana,
- Commissioner & Secretary, Manipur, and

Senior officials from different Indian states.

Delegation visit led by Indian Chamber of Commerce (ICC).

APEDAs participation in the event was organised by :

Dr. Sudhanshu, Deputy General Manager, APEDA, Mumbai

&

Mr. Sandeep Saha, APEDA, New Delhi



Range of products showcased during the show

- **Basmati Rice**
- **Dehydrated Onion and Garlic**
- **Peanut and its Products**
- **Biscuits and other Confectionery Items**
- **Jaggery**
- **Cereal Products**







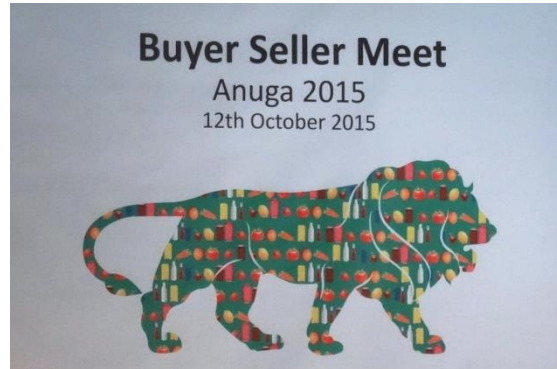






Buyer Seller Meet (BSM)

APEDA also organised a Buyer Seller Meet (BSM) during the event.



The meet was chaired by Shri D K Jain, Addl. Chief Secretary to the Govt. of Maharashtra. Ms. Kiran Khatri, Third Secretary, Eco & Comm., CGI Frankfurt was also present during the meet.



To make the BSM more interactive, product associations of Gherkins, dehydrated products, Rice and Fresh fruits and vegetables were invited to make sectoral presentation to showcase the export potential of their product sector.





Outcome of ANUGA 2015

- ANUGA 2015, an international platform being provided to participants to showcase their different product portfolio.
- Participants had an opportunity to increase their business and make new business contacts through the fair.
- APEDA had an opportunity to strengthen their business ties with respective participants and other related beneficiaries.
- APEDA played an important role in showcasing India's growing food industry.