

Report of APEDA'S Participation in Saudi Agro Food Exhibition at Riyadh, 8th to 11th October 2017 by Mr. T. Sudhakar, DGM, APEDA.

36th International Trade Show for Agriculture, Water and Agro Food Industry 8th October 11th October 2017, Riyadh International Convention and Exhibition Centre.

Held concurrently with Saudi Agro Food, the 24th International Trade Show for food products, ingredients and technology, together covered all aspects of the agriculture and food industry from cultivation to management production, packaging and distribution.

The participation by International players is to increase food security in the Middle East Region, by introducing more relevant supplier / exporters to buyers / importers.

The Indian pavilion was spread over 2000 Sq.Mtrs. and made up with five participating exporters representing rice, ethnic foods, honey dehydrated products etc. in Hall No. 4.

1. M/s. Anandha Modern Rice Mill, Villupuram, Tamil Nadu
2. M/s. Meenakshi Traders, Madurai, Tamil Nadu
3. M/s. Luxmi premium Grains India Pvt Ltd., Lucknow, UP
4. M/s. Nature Pure Bio Products Pvt Ltd., New Delhi
5. M/s. Honest Food Export, Madhuva, Gujarat.

The Other Indian participants at the Saudi Agro Food 2017.

1. M/s. Mas Enterprises Limited, Vandanmedu, Kerala
2. M/s. Radha Govind Industries, Sonapat, Haryana
3. Beehive, Ludhiana

The Indian pavilion was inaugurated by his Excellency Shri. Ahamad Javed, Ambassador, Indian Embassy, Riyadh in the presence of Dr. Suhel Ajaz Khan, Deputy Chief of Mission, Dr. C. Rambabu, Second Secretary and Mr. I. M Hussain, Attache (Commerce) on 8th October 2017. This year the focus is on organic farming & products and fish farming.

Mr. T. Sudhakar, DGM presented bouquets to the visiting dignitaries. The Indian Pavilion was visited by Saudi Deputy Minister of Environment, Water and Agriculture Eng. Mansour bin Hilal Al Mushaiti in the presence of Dr. Suhel Ajaz Khan, Deputy Chief of Mission and, Mr. T.

Sudhakar, DGM explained the theme of the APEDA Stall and products on display to the Saudi Agri. Deputy Minister. DGM (TS) met Embassy officials on 7th October and also 12th October to take inputs and also to provide the out come of the exhibition.

Hon'ble Ambassador went around the Indian Pavillion and interacted with the participating exporters. He has given various suggestions in improving trade with Saudi Arabia, neighbouring countries.

Visitors to APEDA pavilion showed keen interest on the Millet product on display and also tasted few millet products like Pops, biscuit, bites and Museli. Import Enquiries for distribution were already sent to the Trade Fair division for circulation.

Ambassador His Excellency Shri Ahamad Javeed has requested APEDA to provide necessary assistance in organising Millet serving event on 26th Jan. 2018 , (Republic Day) at the Embassy in Riyadh. Few millet products samples were sent to the Ambassador for popularising the same. A note was presented to Chairman, APEDA on the follow-up activities.

The Embassy arranged a Buyer – Seller Meet at Riyadh Chamber on 10th October with their Members. Dr. C. Rambabu, Second Secretary, and Mr. Hussain, Attache coordinated the Meet. Mr. Mohammed Al-Juhayni, Secretary, Public Relations Department, Riyadh Chamber was presented with a memento by Mr. T. Sudhakar,DGM, APEDA.