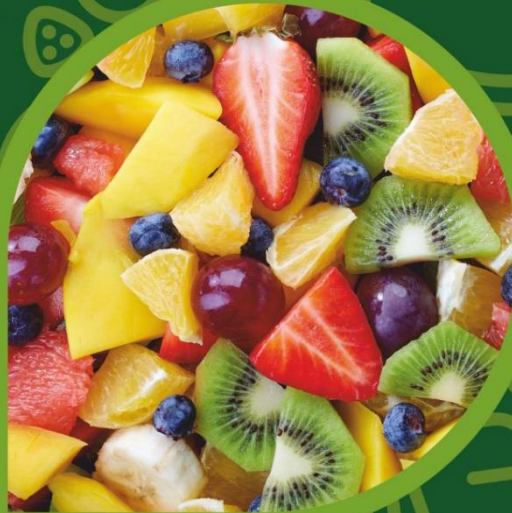


Fruits &
Vegetables of **India**



APEDA'S PARTICIPATION REPORT

**ASIA FRUIT
LOGISTICA**

ASIA FRUIT LOGISTICA
4-6 September 2024, AsiaWorld Expo, Hong Kong

ASIA FRUIT LOGISTICA 2024

APEDA'S PARTICIPATION IN ASIA FRUIT LOGISTICA 2024 : A Boost to Fresh Fruits & Vegetables Exports in Hong Kong, China & East and South East Asia

4, 5 & 6 September, 2024

ASIA FRUIT LOGISTICA covers the entire fresh produce industry value chain and its service support companies, as well as the latest, innovative products and ideas. It offers a unique opportunity to develop new business, make new top-level contacts, and gather essential market information on every aspect of the fresh produce trade throughout the entire Asian region

APEDA organized its participation in Asia Fruit Logistica 2024, Hong Kong along with exporters, during 4-6 September 2024. This was the first time that country pavilion was organized for India in Asia Fruit Logistica.



With the concerted efforts made by APEDA, a vibrant presence was made of 11 Indian companies showcasing their diverse array of products during the three-daylong event in Hong Kong. This underscored India's emerging role as a global player in the fruits and vegetables industry.

A vibrant, colorful and 4 dimensional dynamic India Pavilion was designed and constructed across an area of 100 square meters at Hall 5 in Asia World Expo, Hong Kong.

The exporters dealing with Grapes, Pomegranate, Mangoes, Banana, Water Melon, Okra, Green Chilly, Onion, Lemon and other vegetables participated under APEDA Pavilion. The lists of co-exhibitors under APEDA pavilion are as follows:

1. Kalya Exports
2. Gurukrupa Corporation
3. Farm to Table Trading LLP
4. Rainbow International
5. Sangle Agro Processing Pvt. Ltd
6. Gnosis Ventures LLP
7. Anandi Global Agro
8. Deccan Edible Pvt. Ltd
9. Grow India Export
10. National Horticulture Board

The National Horticulture Board has taken two stalls to exhibit and promote the products under the Cluster Development Programme.

INAUGURAL CEREMONY

On the first day of Asia Fruit Logistica (4th September 2024), the APEDA India Pavilion was inaugurated by **Ms. Satwant Khanalia, Consul General, CGI, Hong Kong**, in the presence of Ms Mandeep Sangha, Consular Economics. After the inaugural ceremony, CG visited all the stalls under APEDA pavilion and interacted with participant exporters. CG appreciated the efforts of APEDA in making presence in Asia Fruit Logistica.



Consul General of India, Hong Kong, Ms. Satwant Khanalia , interacting with Participant exporters.



VISIT BY ORGANIZERS

The Organizing team of Asia Fruit Logistica made visit to APEDA India Pavilion as APEDA made its debut at Asia Fruit Logistica in Hong Kong, marking India's first participation in the event. The team was led by Mr. Chris White, Managing Director, Fruitnet Media International, Dr. Mario Tobias, CEO, Messe Berlin, and Mr. David Axiotis, Managing Director, Global Produce Events (HK) (organizer of Asia Fruit Logistica). The organizers expressed enthusiasm for India's involvement. They expressed that Indian pavilion was strategically managed to harness the market potential of Indian fresh produce, with efforts focused on positioning India as a key player in the global fresh produce market.



SAMPLING OF INDIAN FRUIT SHAKES AND FRUIT AND VEGETABLE BASED DISHES

A special Fruit Cart was created in the theme area of APEDA pavilion for the sampling of Indian Fruits.

- Wet sampling was carried out for promotion of fruit based products such as shakes of Mango and Banana on first day
- On second day, shakes and lassi made out of Guava and Strawberry
- To further generate popularity and promotion of Indian snacks made of fruits, sampling of Bhel puri and Chaat was organized. This was organized with the assistance of professional Indian chef, Ms. Jeyashri Suresh.
- The chef has also conducted live cooking demo which has attracted visitors

The fruit cart and the wet sampling was an attraction of the pavilion on all the event days.



INDIAN HEENA TATOOS

The henna application was another activity in the theme pavilion. The visitors especially the women were pleasantly surprised on being offered free Heena Tatoos on their hands.



INDIAN FRUITS AND VEGETABLES FLIP BOOK

To provide information on the major exportable fruits and vegetables of India, a digital Flip book was created. The Flip book was installed at the theme area wherein visitors could flip and understand the details of identified Indian Fruits and Vegetables especially GI varieties.



FRUITS & VEGETABLES DISPLAY STAND

A special display stand was created for the Fruits and Vegetables having market access for export to Hong Kong.

SELFIE POINT

In the theme area, selfie point was created for the visitors. The visitors were queued up for taking selfies and curious to know about Indian Mangoes.



OTHER PROMOTIONAL ACTIVITIES

The visitors were also distributed with jute bags and fridge magnets having India's reflections in APEDA pavilion.

The India pavilion was managed with a clear strategy of harnessing the market potential of fresh produce from India in the highly valuable World market. The effort was directed towards positioning India as an active participant in the world fresh produce market.

The information and promotion targeted to the trade and consumers were generic and had specific Brand India focus as a supplier of quality produce.

PRE-EVENT ACTIVITIES

Pre-show mailing was done through organisers to prospective visitors and other participating countries at the Asia Fruit Logistica trade show. The pre event outreach exercise was an important activity to ensure that key people visit the Indian pavilion during the show.

Social media posts were created through the organizers of the event on India's first time presence in Asia Fruit Logistica.

FEEDBACK FROM CO-EXHIBITORS

Feedback on the overall comments of the event and specially regarding the showcasing at Indian pavilion from all the co-exhibitors were taken by circulating the feedback form wherein positive feedback were provided by the exporters.

The general feedback of the visitors was that APEDA India Pavilion represented the colours of Indian Fruits & Vegetables. Exporters received countless compliments from other competitors for Indian pavilion and stalls. They have expressed their interest in participating next year also under APEDA. Some of them expressed that the area can be expanded more in 2025 so that they can have relatively better space.

The feedback from exporters is annexed.

CONCLUSION & RECOMMENDATIONS

APEDA's participation with 11 exhibitors in Asia Fruit Logistica 2024 served as a catalyst for market expansion, global exposure, and business growth for India's Fruits and Vegetables Exports. This trade show provides industries involved in fruit export an opportunity to present their range of services from growing to selling. One of the main attractions of Fruit Logistica is that it is a compact, highly effective show focusing on specific target groups. The presence of fresh produce from India shall be considered in subsequent years to provide maximum exposure to Indian exporters.

It is suggested that APEDA may explore possibility of taking a space of 200 Sq. m next year and show case Indian horticulture products in Indian Pavilion.

APEDA was represented by Ms. Reeba Abraham, Deputy General Manager and Ms. Poonam Kapoor, Assistant General Manager for organizing the pavilion at Asia fruit Logistica 2024.