



Africa's Big 7
11-13 June 2024, Johannesburg

AGRICULTURAL & PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY



Agricultural and Processed Food Products Export Development Authority (APEDA)

The Agricultural and Processed Food Products Export Development Authority (APEDA), an organization under the Department of Commerce, Government of India is the premier Organization for export promotion of Agri and Processed Food Products established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985.

APEDA is mandated with the responsibility of export promotion and development 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.

APEDA has been assigned the following functions:-

- a) Development of industries related to the scheduled products for export by way of providing financial assistance or otherwise, including undertaking surveys and feasibility studies, participation in equity capital through joint ventures and other relieves and subsidy schemes;
- b) Registration of individuals as exporters of the scheduled products subjected to payment of prescribed fees;
- c) Fixing of standards and specifications for the scheduled products intended for exports;
- d) Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such



products are kept or handled for the purpose of ensuring the quality of such products;

- e) Improving of packaging of the Scheduled products;
- f) Improving of marketing of the Scheduled products outside India;
- g) Promotion of export-oriented production and development of the Scheduled products;
- h) Collection of statistics from the owners of factories or establishments 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 statistics so collected or of any portions thereof or extracts there from;
- i) Training in various aspects of the industries connected with the scheduled products;
- j) 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



- ❖ Basmati Rice has been included in the Second Schedule of APEDA Act.
- ❖ In addition to this, APEDA has been entrusted with the responsibility of monitoring the import of sugar as well.
- ❖ APEDA also functions as the Secretariat to the National Accreditation Board (NAB) for implementation of accreditation of the Certification Bodies under National Programme for Organic Production (NPOP) for organic exports. “Organic Products” for export are to be certified only if Produced, Processed and Packed as per the standards laid down in the document - “National Programme for Organic Production (NPOP).”





Africa's Big 7, Johannesburg

APEDA'S PARTICIPATION IN AFRICA'S BIG 7 11th – 13th June 2024, Johannesburg

About the event-Big Seven 2024

Africa's BIG 7, prominent retail-ready F&B event is one of the biggest business opportunities of the continent and offers a horizon to meet new business partners, find new market, enhance market & sales share & cultivate new business opportunities.

It is an extensive global exhibitor network, strategically curated to ensure that buyers have access to a diverse array of high-value and innovative products. It serves as a gateway for discovering the latest trends and understanding consumer demand dynamics, equipping industry professionals with the knowledge and insights needed to make informed business decisions.

With exhibitors from around the world, attendees can explore an unparalleled spectrum of offerings, fostering meaningful connections and driving growth within the food and beverage industry.

South Africa is one of the most stable economies of the African continent. Africa enjoys a positive trade balance with India and there is a substantial potential for trade growth between the two countries.

The three days event attracted thousands of buyers from the top brands in retailing and food service. The show witnessed 5,000 visitors from South Africa & nearby countries discovering cutting - edge solutions presented by 179 exhibiting companies from 20+ countries and gaining technology and industry insights from 30+ renowned industry experts & 20+ Chefs including 15+ Michelin Star Chefs through sessions.

As Africa's Big 7 continues, it serves as a crucial platform for Indian businesses to connect, explore new markets, and to develop partnerships. From industry giants to innovative startups, the event promises exciting opportunities in the ever-evolving global food sector.

The African Continent's largest annual gathering for food and beverage sourcing worldwide, Africa's Big 7 offered a window into the global food sector's vast and diverse offerings-from future-shaping F&B innovations to super foods that are re-defining our plates and palates.

Date: 11th–13th June 2024

Venue: Sandton Convention Centre Johannesburg, South Africa



APEDA's Participation in the event

APEDA India pavilion was set up with over 11 exhibitors from startups to MSMEs, to offer the African continent a glimpse into India's diverse culinary landscape.

The APEDA engaged M/s. Falcon Exhibitors Pvt. Ltd. To set up the pavilion with exhibitor stalls and common areas for display of products and interaction with visitors.

The APEDA Pavilion remarkably showcased a range of Indian agricultural products, wherein, the visitors were impressed with the variety and quality of products presented at the Pavilion and interacted with exhibitors.

List of exporters participated is placed below:

Sl. No.	Name of the exporter	Products	Details of Booth	
			Booth No	Area
1.	M/s. Ess Pee Quality Products Plot No. 507, Industrial Area JLPL Sec 82, Mohali, Punjab Email: spsingh@beeshoney.in	Cookies, Jam and Honey (FMCG)	E14-E18-05	6
2.	M/s. Delicious Food 176/P2/1, Ratol Road, Al Talgajarda, Mahuva, Gujarat -364290 Email:sales@deliciousfood.net.in	Dehydrated Onion, Garlic and Fried Onion Products	D08-D13-06	6
3.	M/s. Rainbow Exochem Co, 312/205, Eva Surabhi Complex, Opp. Aksharwadi, Waghawadi Road, Bhavnagar, Gujarat- 364002.	Spray, Dried Powder, Herbal Powder, Spices Powder	D08-D13-05	6
4.	M/s. Parth Foods Survey No. 28 Paiki 3, Near reliance Petrol Pump, Village, Bhadrod, Mahuva-364290 Dist. Bhavnagar, Gujarat Email:export@parthfoods india.com	Dehydrated Onion and Garlic and Spices	E14-E18-03	6
5.	M/s. Stripe Impex Pvt. Ltd. Sreyas Virat, 1 st Floor, 26, 3 rd cross street, Raja Annamalai Puram, Chennai-600028 Email; imfo@stripeimpex.com	Spices, Cereals, Millets, Pulses, Fruits, Vegetables, Tea	E14-E18-06	6
6.	M/s. Aron Foods Rajula Highway, Mahuva Gujarat Email : info@aronfoods.com	Dehydrated onion/Garlic, Fried Onion/Garlic, Spices	E14-E18-02	6
7.	M/s. Ganpati Dairy Products Pvt. Ltd. Enkay Tower VPO:Behal, Sirisi Road, Bhiwani, Haryana, 127028 Email:sales@recentfoods.com	Ghee,Rasgulla, Gulab Jamun, Namkeen, Bakery & Snacks	D08-D13-04	6



Sl.	Name of the exporter	Products	Details of Booth	
8.	M/s. Sponge Enterprises (P) Ltd. Three-star Export House and Authorized Economic Operator) (Office: 602, 6th Floor, Offizo Magnet, GE Road Raipur - 492001, Chhattisgarh, India Email : info@spongeenterprises.com	Rice	E14-E18-01	6
9.	M/s. The Rice Exporters Association 16-23-38, 2nd Floor, Parvathi Towers, Pallamraju Nagar, Kakinada -533 001. ANDHRA PRADESH	Rice	E14-E18-04	6
10.	M/s. DP Chocolates Khasra No. 166-167, Apparel Park Cum 'A Katha ' Baddi , Solan, Himachal Pradesh-173205 Himachal Pradesh- 1 73205	Couvertures, Chocolates, Compounds, Cocoa Powder, Cocoa Nibs, Cocoa butter	E14-E18-07	9
11.	M/s. Ravi Foods Pvt. Ltd 7-4-112/1, Madhuban Colony Road, Kattedan, Hyderabad-500077	Biscuits, wafers, cookies, chocolates, confectionery, instant coffee & NDC	D08-D13-03	6

APEDA stand details viz, area, location etc

A vibrant and aesthetically designed India Pavilion was constructed in an area of 99 sqm at Hall 1, Sandton Convention Center, Johannesburg, wherein, 11 exporters displayed a wide range of processed food products. The leading exporters showcased scheduled products of APEDA such as Rice, Millets based value added products, Processed Food Products, Dehydrated Onion, Garlic, Herbs and their Powdered Products, Chocolate & Compounds, Honey, Fresh Fruits such as Mangoes and Indian brands of Alcoholic beverages.

APEDA India Pavilion at a glance

Figure 1 APEDA India Pavilion Team, Exporters with APEDA & CGI



APEDA Officials deputed for organizing the event:

1. Ms. Simi Unnikrishnan, Assistant General Manager, APEDA
2. Ms. Ritika Bhaskar, Assistant Manager, APEDA

Stalls set up by exhibitors

The individual exhibitor's stall was set up with fascia displaying the name of the company with brand logo of APEDA.

Figure 2 Exhibitor's Pavilion



Branding and Publicity

- Wet sampling of traditional Indian food and beverage brands was displayed at APEDA India Pavilion to offer the global visitors the opportunity to relish the Indian tastes viz. Indian aromatic basmati rice biryani (veg & non veg) and a bowl of nutritious millets.
- The Africa's Big 7 visitors were drawn to the APEDA India Pavilion with the tasting of the flavours of Indian Mangoes from delicate non-fibrous beautiful yellow-golden coloured Neelam to parrot beak shaped Totapuri, unique mango varieties reigning the Indian markets savouring the global consumers.
- The tasting of excellent Indian whisky brands from single malt to smooth blends let the buyers appreciate the Indian royal aroma & taste in the International Exhibition aromatically paving way for Indian drinks.
- To engage the visitors on the pavilion, a Heena art corner was arranged where visitors took part in having traditional Indian Heena Art on their hand.

Figure 3 The ceremonial art of Mehandi-the Indian Tradition drawing the crowd



Collaborating to enhance export promotion of APEDA products in South Africa

- A meeting was organized between APEDA & Consulate General of India (CGI), Johannesburg, South Africa on 8th & 10th June 2024.
- APEDA briefed on the export of APEDA's scheduled products to South Africa and requested for the intervention required from CGI for bringing in the importers of the potential products that exporters are looking forward to, in this market.



- CGI connected APEDA team to several importers/buyers to facilitate augmentation of the export basket of agricultural products from India and accordingly, APEDA officers invited several importers for the event.
- APEDA & CGI proposed to organize mango promotion programmes at 4 venues at Johannesburg, South Africa.

Day 1- 11th June, 2024

- The APEDA India Pavilion was inaugurated by Hon'ble Consul General Sh. Mahesh Kumar.
- Shri Harish Kumar, HOC & Commerce, Consulate General of India, Johannesburg, South Africa also made his presence in the inauguration ceremony in presence of APEDA & ITPO Officers.
- APEDA showcased a wide range of agri – based value-added products at the APEDA Indian Pavilion.
- Sh. Mahesh Kumar & Sh. Harish Kumar visited the exporters booth and discussed the possibilities available for export in the African market.

Figure 4 Inauguration Ceremony



Figure 5 APEDA India Pavilion was inaugurated by Hon'ble Consul General Sh. Mahesh Kumar in presence of HoC, CGI, Johannesburg, ITPO & APEDA Officers



Figure 6 CGI interaction with APEDA & ITPO at VIP Lounge, APEDA India Pavilion



Brain Storming Session with Indian Community heads residing in South Africa

- Consulate General of India (CGI), Johannesburg organized a Brain Storming session on 11th June, 2024 at the residence of Mr. Harish Kumar, Head of Chancery, CGI, Johannesburg with APEDA officials, participant exhibitors and the Presidents of Indian Associations in Johannesburg, Importers and all others who would provide an impetus for export promotion of APEDA's products in South African markets.
- The aim to organize the session was to find ways for India to pitch in establishing abundance in the South African market by linking APEDA with leading distributors in South Africa and they explained the requirements of this market.
- The officials from APEDA briefed about India's potential to export the Agricultural and processed food products into international market including South African market. The team also briefed about the trade barriers, market access issues, tariff issues and initiatives being taken by Govt. of India for augmenting Indian exports in the African market.
- The meeting disbursed with a strategy to work together, further, virtually by connecting the big players in South African market with Indian exporters. CGI made possible efforts to connect APEDA team with several distributors/buyers who visited the APEDA Pavilion.

Brain Storming session organized by CGI, Johannesburg with Indian Community Heads residing in South Africa, Importers & APEDA exporters

Figure 7 Brain Storming session organized by CGI, Johannesburg



Figure 8 CGI & APEDA connecting exporters to importers & Indian Community Heads for an impetus in South African market





List of Indian Association in Johannesburg who participated in the Brain Storming session.

Sl. No.	Name	Company Name (Contact Details)	Interested In
1	Mr. Laxman	GIO / TASA (0847672711)	Pickles, Millets
2	Mr. Sreekanth Kalluri	India Cares (sreek.kal@gmail.com)	Alcohol, Millets
3	Mr. Janak Mehta	BADS Mission (Janak1967@gmail.com / 0635036531)	Beverages
4	Mr. Zachariah Mathew	GMA (0835014581, zachmathew@gmail.com)	Alcoholic Beverages
5	Mr. Ramnath Venkatachalam	SATA (0616327198, ramnakh@eisafrica.co.za)	Agricultural products
6	Mr. Karthikeyan Damodaran	SATA (0733832685, karthik@indsafri.com)	Traditional products of India
7	Mr. Raghava Rhooy Gundala	India Cares (0846279040, Raghava_yes@yahoo.com)	Agricultural products
8	Mr. Sri Ramulu Gummadi	AASA (0799857989, gunmadiram@gmail.com)	Agricultural products
9	Mr. Raju Jayaprakash Kupu	AASA (0832749565, raju.kuppu@gmail.com)	Agricultural products
10	Mr. M R Narendra Reddy	Swadeshi Importer (rnreddy@ymail.com)	Agricultural products
11	Mr. Eage Goutham	7 Hills Beverages Pty Ltd (0838218295)	Agricultural products
12	Mr. Alpha Mehta	Milkanth Gems – Matali Close North Riding	Agricultural products
13	Mr. Nelash Bansal	(0762739198, bansal635@gmail.com)	Agricultural products
14	Mr. Sudheer Bonam	(0843677777, admin@innolinks.co.za)	Agricultural products
15	Ms. Maya Bhatt	(0621620458, gs@ibfsa.org)	Agricultural products

Day 2 -12th June,2024

- On 12th June, 2024, Sh. Harish Kumar (HOC & Commerce, Consulate General of India, Johannesburg, South Africa) visited the APEDA India Pavilion. He discussed with APEDA Officers the activities planned for the promotion of Indian Mangoes in the African Market.
- During the exhibition, various promotional sessions were organized such as wet sampling and tasting campaigns of different variety of Indian mangoes such as Neelam, Kesar, Badami, Totapuri & Rajapuri.
- Wet sampling of Alcoholic beverages, Indian Biryani and millet based poha & khichadi has also made magical moments during the event.
- APEDA India Pavilion uncorked the flavour of Indian Whiskey, the brands old monk and Whitehall were widely liked by the International community.

Wet Sampling of Indian Biryani

Figure 9 Importers relishing the taste of Indian Biryani at APEDA India Pavilion



Figure 9 Millet Khichdi & Aromatic Basmati Rice drawing visitors



Figure 10 Sampling of Indian mangoes, mango shakes and mango lassi at APEDA India Pavilion in Johannesburg on 13th June, 2024



Sampling of Alcoholic Beverages at APEDA India Pavilion at Africa Big 7, Johannesburg.

Figure 11 APEDA India Pavilion uncorked the flavour of Indian Whiskey



Day 3- 13th June, 2024

During the three- day event, a special arrangement was also created for organizing wet sampling of Indian millet-based dishes and basmati rice biryani. A local chef was engaged for making different cuisines and organizing publicity of Indian Millet based products. Apart from the wet sampling special attention was given on the promotion of Indian Alcoholic beverages like Whisky brands & Vodka as well as varieties of Indian Mangoes & Mango based beverages. The most preferred Alcoholic beverages were Old Monk, Honey Flavored Whitehall Whisky & Orange Flavoured Vodka whereas in terms of Mango the preferred ones are Kesar and Badami followed by Neelam, Rajapur & Totapuri.

Figure 12 CGI and importers savouring the taste of Indian Mangoes



‘Bharat Mango Utsav 2024’ organized by CGI at CGI Conference Hall, Johannesburg, South Africa on 13th June,2024- B2B meeting and Mango Promotion Program

To facilitate Mango Promotion in Johannesburg, APEDA had sent a consignment of Indian mangoes with varieties such as Kesar, Badami, Totapuri, Neelam and Rajpuri.

Further, the event was earlier planned for 9th June 2024 at Wanderer’s Stadium during live telecast of cricket match & on 11th June 2024 but due to delay in the Customs clearance of mangoes, the events were organized after release of the consignment on 12th June 2024.



on 13th June, 2024, Consulate General of India Johannesburg in association with APEDA organized B2B meeting at CGI Conference Hall to unveil the richness of Indian mangoes in South Africa. The B2B meeting was chaired by Hon'ble Consul General Shri Mahesh Kumar. More than 40 buyers including mango distributors/wholesalers and few media persons attended the meeting. Shri Harish Kumar, Head of Chancery welcomed the buyers and signifying the importance of this event and Indian mangoes. The event was named "Bharat Mango Utsav 2024" to thrust upon the excellent ambrosial qualities of Indian mangoes.

After opening remarks by Commercial representative, APEDA official, gave an informative presentation about the briefing on India's exports to South Africa, varieties of mangoes displayed and about other products that has export potential in South African Market.

The presentation was followed by question & answer session from the prospective buyers. The participants relished the taste of Indian mango varieties including through Mango lassi and Mango milkshakes.

Hon'ble Consul General Shri Mahesh Kumar ended the meeting concluding that, importing Indian mangoes in South Africa would be a viable proposition, since mangoes would then be available all around the year in South Africans, with the growing seasons being the opposite in the hemispheres where India and South Africa are located.

It was also stated that, since there is huge demand of Indian mangoes in the neighbouring states of South Africa such as Botswana, Namibia, Mozambique, Zambia, and Zimbabwe, this market has the potential to become the target market enabling to enhance the total imports of Indian mangoes in South Africa.

He also touched upon the potential of growing the India-South Africa Trade including the exports of perishable goods from India.

Figure 13 APEDA giving brief on Indian mangoes in B2B meeting at CGI on 13th June 2024



Figure 14 Buyers observing the unique varieties of Indian Mangoes in APEDA's presentation



Figure 15 Sampling of varieties of mangoes at CGI, Johannesburg during B2B meeting on 13th June 2024



Roadshows organized to promote Indian mangoes

Three Roadshows for mangoes were organized at two places in Midrand and one place at Fordsburg, South Africa on 13th & 14th June, 2024 to sensitize the South African locals.

Further, as communicated during the meeting with HCI, Pretoria, it was conveyed that HCI Pretoria also organized an event of mango promotion on 15th June 2024 and accordingly, a brief note on India's potential to export mangoes was provided to them.

Figure 16 Roadshow at Midrand



Figure 17 Roadshow at Fordsburg





India's Potential to progress further into the African Market

The Africa market is widely importing majority of the Indian based agricultural products from India such as Non-Basmati, Basmati, Cereals Preparation, Processed Foods including dehydrated processed products and Miscellaneous Preparation.

During 2023-24, the total exports of agricultural commodities from India was 308908 MT to the tune of USD 186 Million. APEDA potentially made its efforts in the exhibition to promote the Indian exports into the African market.

Subsequently, VBSM needs to be organized in association with CGI, Johannesburg, importers and exporters to take it forward. Few of the exporters confirmed that they had enquiries for orders. Further, with support of CGI, APEDA could connect the exporters to importers for sourcing their products for online distribution in the South African market.

Trade Enquiries generated

The exporters received leads for penetrating into the market and there were several trade inquiries. In the subsequent follow up meetings with the importers, they are hoping that the trade enquiries will result in the execution of export orders. After receiving a considerable number of trade inquiries during the event, almost all exporters were satisfied by participating in the event.

There were also enquiries for value added products of mangoes such as dried mangoes, onion & garlic paste, chocolate, processed tomato puree etc.

One of the buyer interacted with APEDA team during the event and showed interest to import Indian originated liquor brands. Subsequently, the buyer vide email dated 18th June, 2024 mentioning the significant potential for Indian brands in South African market has requested APEDA to facilitate certain samples of following liquor brands:

- Whiskey- Whytehall Honey
- Rum
- Vodka

The buyer showed interest to distribute the liquor samples at various supermarket owned liquor stores, Walmart subsidiary Makro and known people owning liquor shops in African region.

Further, the clients, buyers, and businesses have emphasized the necessity of receiving samples to evaluate the quality and suitability of the products before considering any potential partnerships. They require these samples to assess the taste, packaging, and overall product specifications. Without these samples, they are unable to initiate meaningful conversations or negotiations.



Additionally, the buyer also emphasised on exploring the potential for Indian mangoes in South African market and have requested to facilitate mango samples for the upcoming event, 'India Day', to be held on 7th August, 2024, wherein they are expecting over 10,000 guests as the event would provide an excellent opportunity to sample these mangoes and generate interest among attendees to initiate potential business collaborations.

The enquiry received has been forwarded to the concerned divisions to facilitate the respective buyer with necessary support in the matter.

Feedback of the participants

At the end of the event, feedback forms were obtained from the participants. The following major feedbacks received from the exporters are as follows:

1. The design and construction of APEDA pavilion was appreciated by the participants. There was a clear visibility of India pavilion.
2. Overall, the event planning, execution and efforts made by APEDA were appreciated by the exhibitors and new entrepreneurs participated in the Africa's Big 7.
3. The exporters mentioned that the platform provided them an opportunity to interact with the potential international buyers and to understand the international requirement of Quality of products and packaging.
4. The exporters obtained a good exposure of international market with the showcasing of extensive range of Indian product available for export.
5. The Millet products exporters/startups appreciated the efforts of APEDA for providing them an opportunity for showcasing their produce first time in such a big international event. They got several trade enquiries that will be converted into export order in near future.
6. General feedback was that APEDA pavilion may be setup towards the entrance of the Hall with bigger participation space.
7. Participant Exporters also requested to proceed with stall allotment and other activities in advance so that the participants can get sufficient time to avail the branding opportunities at the venue and avoid end moment hassle.
8. It was suggested to have more promotion of the event by the African Government side to sensitize more people about such business generating events.
9. M/s D P Chocolates suggested that South Africa would be a great market for chocolates, if the South Africa Government would allow to import chocolate from India at zero or less import duty, since, there is huge demand for chocolates in the African market.



10. The exporters met Chairperson of India Bazaar, an online trading platform and handed over samples, they are anticipating good business deals. They suggested that Durban or Cape Town location will be preferable and will participate next year.
 11. They said organizing B2B event with exhibition would provide them more opportunities.
 12. The exporters appreciated the Brain Storming session at CGI's residence and systematic way it was organized by APEDA.
 13. The publicity bag of APEDA was quite popular during the event.
- Overall, it was a successful event organized by APEDA wherein, lots of trade promotional activities were carried out.

Way Forward:

South Africa is a gateway to the African continent for Indian agri exports. In the share of APEDA's exports, African region has one of the largest shares after Asia & GCC. South Africa has imported 4717.97 USD Mill value of APEDA products globally and India has a share of 3.21% in their global imports (Source: UNComtrade data 2022). There is potential of rice, mangoes, alcoholic beverages, chocolates & other confectioneries, miscellaneous preparations, processed food items such as biscuits etc. in this market. This event facilitated more than 25 countries and 5000 visitors with opportunities for new trends such as vegan food, plant-based protein, health, and wellness nutritional products such as millets which is a way forward for India to tap the potential of this market & increase our share not only in South Africa, but also in the neighbouring countries.



List of buyers/visitors/distributors visited APEDA India Pavilion during the event

S. No.	Name	Company Name (Contact Details)	Interested In
1.	Mr. Rajiv Gulati	(9919773002, rajivgulati.blp@gmail.com)	Agricultural Products
2.	Mr. Willis Shabangu	Developer Nerdyit(0656992525, wdjshabza@gmail.com)	Agricultural Products
3.	Mr. Gudani	Online Store - Makro (damildg@gmail.com)	Agricultural Products
4.	Ms. Caria Van Der Watt	Owakhe (0837283208, 0113125601, caria@owakhe.co.za)	Agricultural Products
5.	Ms Dhanota	Recent Foods (+919053001155, +919711211133, head@recentfoods.com)	Agricultural Products
6.	Mr. Thomas Pira	Ultimate Carriers (0836516000, 0120070273, thomas@ultimatecarriers.co.za)	Agricultural Products
7.	Fauchil Boutique Hotel	(0657060485, 0103300261, info@fauchilhotels.com)	Agricultural Products
8.	Farm Boutique	(0615319621, info@thefarmgroup.co.za)	Agricultural Products
9.	Mr. Lerato Mkhwekane	Shanduico Trading (0605560689)	Chocolate & Pickling
10.	Mr. Thulile Mchemba	Shanduico Trading (0605560689)	Chocolate & Pickling
11.	Mr. Motselci Nthalisi	(0614699775)	Alcohol
12.	Mr. Mpho Old John	Qaboha Foods (0721473962, mphooldjohns@gmail.com)	Noodles (Millets from Amma)
13.	Ms. Winnie Mobto	Qaboha Foods (0826779479, gabohafoods@gmail.com)	Noodles (Millets from Amma)
14.	Mr. Vivian Morobi	Vivacious Holding Pvt Ltd (0794405236, vivianmorobi@gmail.com)	Agricultural Products
15.	Mr. Lesiba Nmutavhanani	Lesmc Appliance Repairs (0834909633, nmutavhatesiba@gmail.com)	Cookies
16.	Mr. Mapoulo Shcargu	Wcomb (0766593906, jmshabangu@hotmail.com)	Agricultural Products
17.	Mr. En Ohlev	KCM High-giene Solutions (06916666405,	Agricultural Products

S. No.	Name	Company Name (Contact Details)	Interested In
		enmanuel@kcmhigh.co.za)	
18.	Mr. Gerald Masvan Hise	Afriland Holdings (0820724636, gerald@afriandholdings.co.za)	Agricultural Products
19.	Mr. Paula Kumewe	Embedded Factory (0740376359, sales@embedded.africa)	Agricultural Products
20.	Mr ES M Batha Bham Chirisa	6A Nola Avenue, Buccleuch (0820730644, 0763759085, bhamchirisa@icloud.com)	Agricultural Products
21.	Mr. Aynda Sithole	Infinite Media Solutions (0607379333, 0817114932, aynda721@gmail.com)	Agricultural Products
22.	Mr. KanogeloMasoeu	435 Boloyi Street, Watterville Benoni (mashinikanogelo1192@gmail.com)	Agricultural Products
23.	Ms. S. Janis Le Ranx	Cofi Gauteng (0745782367, janisleranx@cofigauteng.com)	Agricultural Products
24.	Ms. Tia Loabile	6B 4 Avenue (0646843385, oratiletia18@gmail.com)	Agricultural Products
25.	Mr. Mmagauta Mkhumise	ITPC (0616378713, mmagautankhumise@gmail.com)	Agricultural Products
26.	Ms. Caroline L Mushi	(0670659848, mushicarolinelobogang@gmail.com)	Agricultural Products
27.	Mr. Thembinkos Khumalo	(che77khumalos@gmail.com)	Agricultural Products
28.	Mr. Phumzile Langa	10514 Magudule Ste (0633622248, langaphumzi@gmail.com)	Agricultural Products
29.	Mr. Mantombi Thage	2643 Madlala Ste (0798045359, thagendondo@gmail.com)	Agricultural Products
30.	Ms. Linky Ras	Kempton Park Dalis Bed Manufacturing (linkyras@hotmail.co.za)	Agricultural Products
31.	Mr. Mahomed Loonati	Swoon Anaction (0744717860, mohamedloonatib@gmail.com)	Agricultural Products
32.	Mr. Zacharab Mathew	(0835014581, zachmathew@gmail.com)	Alcohol – Old Monk Whiskey
33.	Ms. Mandla Letlape	(0824991310, mandla.letlape@lctcom.co.za)	Alcohol – Honey Whiskey
34.	Mr. Imimoihy	(0664662259,	Mango

S. No.	Name	Company Name (Contact Details)	Interested In
	Sekolanyanc	stevensekola@gmail.com)	
35.	Mr. Eunice Rono	(eunicerono@yahoo.com)	Mango
36.	Ms. Ken Nyangoni	(+263774733259, ken@arctic.co.zw)	Alphonso Mango
37.	Mr. Kefentse Magabiluelo	731 Eos blganlx Avenues (0676878004)	Agricultural Products
38.	Mr. Peaar Mabuza	Shelley Drive Constantia Kloog (0636703485)	Agricultural Products
39.	Mr. Daphney Langa	28 Dalpack S. A.	Agricultural Products
40.	Mr. Nkosi Nyaningwe	35 Pretoria Rd. Morehill, Benoni 501 (+27833007784, comfort@good2goquesthouse.co.za)	Mango
41.	Mr. Noziphiwo Mpengesi	Oru Social (0623356743, noziphiwo99@gmail.com)	Agricultural Products
42.		Vivit Foods (0114526730, info@vivit.co.za)	Agricultural Products
43.	Mr. Ndnhuho Vele	Lu Angie (0723168979, ndnhuhovele@gmail.com)	Mango
44.	Mr. Zakkiyya	(0836476589, zakkiyya_mh@yahoo.com)	Millets
45.	Ms. Princess	(0698450457, princessm@gloersgroup.co.za)	Noodles
46.	Mr. Neligna Sphole	(0723553731, neligni@gmail.com)	Agricultural Products

Visit of Hon'ble Consul General to Exhibitor's stalls

Figure 18 Hon'ble Consul General Sh. Mahesh Kumar discussed the possibilities available for export in the African market.



VIP Movement & Activities

Figure 19 Hon'ble Consul General Sh. Mahesh Kumar guiding the exporter potential of fortified rice in the African market.



Figure 20 CGI interacting with Processed Food exporter





Figure 21 Hon'ble Consul General Sh. Mahesh Kumar explaining the demands of Indian Honey in South African market



Figure 22 CGI discussing the demand of Chocolates in South African market



Figure 23 Hon'ble CG observing the unique value-added products of India



Exhibitors & Buyers Interactions

Figure 24 APEDA invited and interacted with Chairperson of India Bazar in South Africa for sourcing products from the exhibitors





Figure 25 Representatives of Indian Rice Industry interacting with importer



Figure 26 Trade leads for Indian Chocolate in South African market



Figure 27 Enquiries for dehydrated onion/garlic



Figure 28 International visitors savouring the taste of Indian chocolate



Figure 29 A buyer exploring the Indian Dehydrated & Processed Food Products at APEDA India Pavilion



Figure 30 Buyers exploring the processed food products



Figure 31 Indian Honey & cookies being relished at APEDA India Pavilion



Figure 32 APEDA India Pavilion





**Agricultural & Processed Food Products Export
Development Authority**

(Ministry of Commerce & Industry, Government of India)

कृषि और प्रसंस्कृत खाद्य उत्पाद निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय भारत सरकार)

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