

Vegetables
& Fruits of **India**



APEDA's PARTICIPATION REPORT

MACFRUIT 2024

FRUIT & VEG PROFESSIONAL SHOW
8 - 9 - 10 May 2024 - Rimini - Expo 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 there of 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

MACFRUT 2024

A Fresh Boost to Fresh Fruits & Vegetables Exports in Italy and Europe



APEDA'S PARTICIPATION IN MACFRUT 2024 8TH – 10TH MAY, 2024

Towards the approval of DoC for the proposed MacFrut 2024, RIMINI, Italy, APEDA organized its participation in the event along with exporters, during 8-10 May 2024.

MacFrut is the benchmark event for Italian and foreign fruit and vegetable sector professionals. It is a **vertical trade fair** representing the entire supply chain: production, pre-harvest and post-harvest technologies, packaging, and services.

It is a **Business event** to meet with **Customers and Suppliers from the entire fruit and vegetable supply chain** and to gain insight into the industry through specialised events and networking opportunities

It is **FRUIT & VEGETABLE PROFESSIONAL SHOW** and commenced on May 8th and concluded on 10th May, 2024.





With the concerted efforts made by **APEDA**, a vibrant presence was made of 10 Indian companies showcasing their diverse array of products during the three daylong event in Rimini, Italy.

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 128 square meters at Hall D 5 in Rimini Expo Centre.

On the inaugural day of MACFRUT (8th May 2024), the APEDA India Pavilion was inaugurated by Shri Akash Gupta, IFS (Counsellor Commerce, Press, Media & Info), in the presence of Shrimati Vinita Sudhanshu, General Manager, APEDA & participant exporters.



The inauguration was followed by a Bharat Natyam performance on Ganesh Vandana by an Italian performer.



Meetings were held with Mr. Cristiano, Fini President, Nazionale Cia-Agricoltori Italiani.

The organisation is associated with Farmers and Farm Producing Companies of Italy.





Counsellor, Embassy of India in Italy, Shri Akash Gupta, interacting with Participant exporters.



Sampling of Indian Fruits

A special area named “Health and Happiness by Indian Fruits and Vegetables was created” for tasting of Indian Produce.



- Globally famous and popular Indian mangoes like Alphonso, Kesar and Bangapalli were sampled amongst the visitors along with pomegranates and Coconut.
- Mango based shakes and lassi were also sampled and were hugely liked and appreciated by the visitors





Indian Heena Tatoos

The Visitors especially the women were pleasantly surprised on being offered free Heena Tatoos on their hands.



Branding and Publicity

A special logo was developed for representing India's Fresh Fruits and Vegetables.



For attracting visitors to India Pavilion in MACFRUT, APEDA did branding at central arena of the Rimini Expo Centre.



Interactive Meetings

On the sidelines of the event, following meetings were held with:-

- CIA President and MACFRUT's Director
- Piemonte OP Ortofruit Italia and MACFRUT's Director
- MACFRUT's President Renzo Piraccini and Italy Trade Association Representative

The Strategy and Approach

Strategy

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.



Approach: Generic Promotion

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 Macfrut trade show. The pre event outreach exercise was an important activity to ensure that key people visit the Indian pavilion during the show.

Participant's Feedback Report

Shri Akash Gupta, Counsellor (Commerce, Press, Media & Info), Indian Embassy in Italy was highly impressed with the APEDA India Pavilion and appreciated the efforts of APEDA.

The stand was beautifully organised. It depicts the true colours and diversity of India. The number of states showcased here present a full picture of India. Credit goes to APEDA Team lead by Ms. Vinita to make this happen.

The General feedback of the visitors was that APEDA INDIA Pavilion represented the colors of Indian Fruits & Vegetables. The following major feedback received from the exporters is as follows:

1. The design and construction of APEDA pavilion provided a colorful and dynamic visibility of India pavilion.
2. On the whole, the event planning, execution and efforts made by APEDA during MACFRUT 2024 were appreciated by the participant exporters.
3. The exporters informed that the platform provided them an opportunity to interact with the potential international buyers and to understand the international Quality requirements of products and packaging. They obtained a good exposure of international market with the showcasing of extensive range of Indian product available for export.

Overall, it was a successful event organized by APEDA. A Positive feedback was received from the trade.



APEDA's participation with 10 exhibitors in MACFRUT 24 served as a catalyst for market expansion, global exposure, and business growth for India's Fruits and Vegetables Exports.

Visitor Target Groups

Identical with exhibitor target groups, this show has the nature of an exchange market where trade visitors have the opportunity to approach exhibitors with their services and products. Target groups include growers, fresh produce importers and exporters, wholesale markets, wholesale and retail outlets, packing, shipping and disposal companies, institutions, associations. Supporting Programme Trade forums covering current topics related to fruit and vegetable marketing provide an ideal opportunity to exchange experience.

Recommendations/Learning:

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

Summary

This trade show provides industries involved in fruit trading 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. In particular, it offers exhibitors marketing "exotic" produce as well as newcomers from Central and Eastern Europe an excellent venue for presenting their products to an international trade public and establishing new business contacts.

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