

**APEDA'S PARTICIPATION IN SEOUL FOOD & HOTEL
EXHIBITION 2023**

FROM 30TH MAY, 2023 TO 2ND JUNE, 2023

KINTEX, SEOUL, SOUTH KOREA



Submitted by

**U.K. Vats
General Manager**



**R.P. Naidu
Asstt. General Manager**

Report on APEDA's Participation in Seoul Food & Hotel, 2023 at KINTEX, Seoul, South Africa

1. Seoul Food and Hotel 2023

As Korea's largest international food and hospitality trade show, Seoul Food & Hotel is seen as an effective trading platform for the industry. Seoul Food & Hotel delivers a vital business hub for high quality Korean buyers and industry experts to source premium goods and view worldwide industry trends across various sectors.

Seoul Food & Hotel is organised jointly by KOTRA (Korea Trade-Investment Promotion Agency) a governmental organization of the Republic of Korea and Informa Markets

Seoul Food & Hotel was organized from 30 May to 2 June 2023 at KINTEX Exhibition Centre - I, Seoul, South Korea. During the exhibition, about 1000 Food entrepreneurs from more than 30 countries exhibited their products in 2,500 stands. The Exhibition attracted more than 50,000 visitors from all over the world and they were truly impressed by the assortment of multitude of food products.

2) APEDA's participation in the Show

APEDA took 180 Square meters space in the event. India Pavilion was located in International Hall. APEDA was allocated Stall No.5B 701, 5C 701 & 5C 601 in Hall 5.

Seoul Food & Hotel provided excellent opportunity to showcase multitude of food products from India. The exporters under APEDA's Pavillion were from Mangoes, Millet based value added products, corn cob, Popcorn etc.

8 Exporters co exhibited along with APEDA at the India Pavilion.

S.No.	Name of the Exporter	Products
1.	M/s. Y Cook India Pvt. Ltd. 304 Block A, Innovative Flora, 203/1, Thimmiah Gardens, Cox Town Bengaluru, Karnata	Corn Cob
2.	M/s. IFFCO Kisan SEZ Limited Project Office Village & Post: Racharlapadu Adjacent to NH-16, Kodavaluru Mandalam District SPSR Nellore Pincode:524319	Mangoes & Rice
3.	M/s. Hindustan Foreign Traders E-244/X, Shaheen Bagh, Jamia Nagar, Okhla New Delhi-110 025	Cereals, Fruits
4.	Olam Food Ingredients India Pvt.Ltd. DLF Building, No.8, Tower 4, 1 st Floor Phase-II, Cyber City, Gurgaon – 122002 (Haryana)	Frozen Ready to Eat Foods
5.	M/s. Fruit Tech Solutions Private Limited Survey No.31/2D & 31/2E1, Beside NRI Engineering College, Eluru, Agripalli, Pothavarpaddu Krishna District, Andhra Pradesh	Mangoes
6.	M/s. Corn Troopers Plot .9A, Industrial Area Village Bhagwanpur Derabassi, Chandigarh, Punjab	Choco Popcorns
7.	M/s.Desai Patil Agro Processing Plot NO.B-73, 74, MIDC Halkaarni Kolhapur	Millets
8.	M/s Chandigarh Sweets	Sweets, Snacks, Namkeens

Around 10 Millet exporter products were displayed at APEDA Pavilion. Millet-based product samples were also given to some of the importers.



3) Inauguration of the Indian Pavilion

The APEDA Indian Pavilion was inaugurated by Shri Amit Kumar, Hon'ble Ambassador, Embassy of India, Seoul South Korea, Mr. Swapnil Devidas Thorat Second Secretary, Embassy of India, Seoul, Officers of APEDA and participant exporters were present during the inauguration.



After the inauguration, Hon'ble Ambassador visited all the stalls and interacted with the exporters.

Interaction with Indian Exporters during the Seoul Food & Hotel



In India Pavillion wet sampling of Mangoes (Varieties: Banganpalli, Alphonso and Kesar) and Basmati Biryani Veg and Non-Veg were organized. Millet Khichdi, Millet Noodles, Porridge and Mango Lassi also arranged for tasting. Both the tasting campaign saw large number of visitors through the sampling done at APEDA stall.



In the pavilion, a separate meeting area was earmarked in which, an exclusive meeting room was provided to facilitate APEDA officials to have contact meetings with VIPs and for exporters to have meetings with stakeholders. This facility enabled Exporters to conduct meetings regularly with the stakeholders during the Exhibition.



Mango the king of fruits tasting campaign, another campaign saw interest of Korean consumers as of today. They are used to buy mangoes from Thailand and Phillipines. With the taste so sweet, aroma so fragrant and colour so attractive, there was a buzz of happiness amongst consumers and buyers going for it. Small shots of mango lassi also proved to be sought after item in India pavilion.

During the show, almost 10 major import houses had intense discussion on import and export of agri. Products between Korea and India. Amongst major groups : Del Monte, Orionm CJ, Sky International, Dalsang, Evergreen Global, Logos D&I Co. Ltd



During the event, bags and pen drives (consists of APEDA Films) were also distributed to the individual visiting APEDA pavilion.

IYOM 2023: International Year of Millets-IYOM (2023) is celebrated with an objective to create awareness on nutritional and health benefits that can be derived with the consumption of millets and also their suitability for cultivation under adverse and changing climate conditions. The objective also draw focus for enhanced investments in R&D and extension services related to Millets.

To popularise Indian millets and its value added products globally, APEDA formulated a strategy to promote exports by

participating in International Trade Fairs during the year 2023. Accordingly, during Seoul Food & Hotel 2023, APEDA showcased millet & millet value added products.

Sampling of millet noodles, khichdi & porridge turned out to be the main attraction of the event. The display of varieties of Ready to cook and ready to eat millet also drew attention of visitors. In fact, India was the only country having so much to offer in millets as healthy choice of food in the exhibition.

Heena Tatoon were also offered for free to the visitors at India Pavilion.





**3rd Floor, NCUI Building 3, Siri Institutional Area,
August Kranti Marg, (Opp. Asiad Village),
New Delhi - 110 016, India**
Phone: 91- 011-41486013, 20863919, 20867008,
20867007
E-mail : headq@apeda.gov.in