

REPORT OF APEDA's PARTICIPATION IN FLORIADE EXPO 2022 AT ALMERE, AMSTERDAM, NETHERLANDS

Floriade Expo 2022 is one of the largest Horticulture Expositions held after every 10 years in Netherlands. The 7th edition of the International Horticulture Exhibition Floriade has been held in 2022 at Almere, Amsterdam. During the Floriade Expo, the horticulture sector, in conjunction with national and international participants, exhibit horticulture technologies and provide business opportunities in this field.

HIGHLIGHTS OF FLORIADE 2022

The Ministry of Agriculture and Farmers Welfare, Government of India has assigned the task for setting up and maintaining the India Pavilion in the said Exhibition to the National Horticulture Board. Accordingly, the Indian pavilion at Floriade Expo 2022 held at Amsterdam, NL has been organized by National Horticulture Board. NHB has set up the Indian Pavilion in an area of 140 square meter to showcase strengths and opportunities of Indian Horticulture Sector and to learn from the best practices and innovations in the horticulture sector world over. Apart from the Horticulture Sector, other potential sector of Agriculture has also be promoted through this participation.

INDIAN PAVILION AT FLORIADE 2022

APEDA has been entrusted a week slot during 15-21 June 2022 to organize Indian pavilion. APEDA has made participation of its member exporters at the event for display and promotion of Indian agricultural products. The exporters participated in the event are:

1. Pure Diets India Ltd, New Delhi
2. LT Foods, Sonipat
3. Kay Bee Exports, Mumbai





APEDA Pavilion

PROMOTIONAL ACTIVITIES BY APEDA

As part of the promotional activities, APEDA had taken up some initiatives to project and attract Indian traditions and uniqueness. Some of them were as follows:

- Product specific creative have been developed for display purpose
- Leaflets and product brochures and Corporate brochures have been distributed at the pavilion
- Fresh Indian mangoes have been arranged for wet sampling. The mangoes sampling have been arranged daily and has been an attraction for Indian as well as foreign visitors.
- Henna was another activity taken up in outdoor space





VISITORS AT APEDA PAVILION

Shri. Ashok Kumar, Marketing Officer, Embassy of India, Hague visited Indian pavilion on 20th June, 2022 and interacted with participant exporters.



Visit of officials of Indian Embassy at APEDA Pavilion

PRODUCTS DISPLAY

In APEDA pavilion, apart from the horticultural products, other products such as Basmati Rice, Seed spices, Organic Herbal Tea, Pulses, Organic Sugar etc. were displayed products.

FEEDBACK FROM EXPORTERS

The exporters have attended the event along with their product display. They opined that event was successful in popularizing the Indian products display, taste, aroma and flavor, though the trade negotiations have been limited.

CONCLUSION & RECOMMENDATIONS

There has been great potential for export of horticulture products to EU in general, However, being a trading country, Netherlands has also been a favourite destination for Indian horti and flori products. The overall participation of APEDA in the event indicates better opportunity for promotion of Indian agro products through publicity, sampling, campaigning etc but the means for trade is limited. Hence, it would be ideal for limited participation of APEDA but promotional activities may be continued with the assistance of Indian Embassy.

APEDA was represented by Mr. S S Nayyar, General Manger and Ms. Reeba Abraham, Assistant General Manager for organizing the pavilion at Floriade Expo 2022.
