

## **APEDA'S PARTICIPATION REPORT**

SIAL 2016

16-20 October 2016

- 1. Place and venue : Paris Nord Villipente, Paris**
- 2. Date of the event : October 16-20 October 2016**
- 3. General description about the event / trade fair**

SIAL Paris 2016 being held during October 16-20, 2016, is positioned as the world's largest Food Innovation Exhibition. The event saw participation from 7,000 companies from 105 countries across 20 exhibition sectors with 120 official delegations, and attended by 155,000 visitors from 194 countries. The event provided opportunities to explore the current trends in the global food sector, products from around the world and also the latest innovations influencing the future of the business.

APEDA along with ITPO led the Indian participation in the exhibition in 2016 along with leading brands companies from the multiple food segments.



- 4. APEDA stand details viz. area, location etc.**

Government have approved APEDA's participation in the 61<sup>th</sup> SIAL 2016 being held at the **Paris Nord Villipente, Paris.**

For India Pavilion ITPO has taken a total space of 1917 sq.mtrs out of which APEDA has booked 752 Sq.Mtr space for organizing its participation during the event. APEDA Pavilion was set up in Level 2, Fair Ground. 72 exporters have participated in the event. APEDA has displayed a range of food products like basmati rice, dehydrated spices,

processed foods, pickles and chutney, snack foods, and peanut and peanut products etc. An aesthetically designed and attractive India pavilion was set up at this space for Indian Agri products, which was greatly appreciated by the exporters, importers, embassy officials and the visitors. The APEDA Pavilion was a real attraction for visitors and its premiere was a colourful and vibrant ambience accompanied by pleasant exotic aromas of different Indian Food ingredients.



## 5. Individual Stalls :

The entire pavilion was custom built to using premium finishes ensuring prominent visibility of Brand India and comfort of individual exhibitors.

All the stalls were provided with custom built reception cum display counter and with shelves for the display of their products. They were provided with high quality & high power lights for better visibility. Aesthetically designed India overhead ensured visibility from across the hall.

**Following companies participated under APEDA:-**

- M/s Ycook India Pvt. Ltd.
- M/s Bee Hive Farms Pvt. Ltd.
- M/s P. K. Overseas Pvt. Ltd.
- M/s Chaman Lal Setia Exports Ltd.
- M/s. Khosla International
- Rajat Agro Commodities Ltd
- M/s International Agricultural Processing Pvt. Ltd.
- M/s Daksh Foods Pvt. Ltd.
- M/s Ali Foods
- M/S. G D. Overseas
- M/s. Ghousia Food Products (P) Ltd.
- M/s Apple Food Industries
- M/s Bagora Dehydrates
- M/s L.G. Agro Impex
- M/s Sanya Exim Pvt. Ltd.
- M/s Sailor Exports Limited
- M/s Magnus Overseas
- M/s Kosher Food Industries
- M/s Trimax International Pvt. Ltd.
- M/s Kisan Foods
- M/s Indo Spanish Tasty Foods Pvt. Ltd.
- M/s Sum Overseas Pvt. Ltd.
- M/s Apsara Food Industries Pvt. Ltd.
- M/s Bharathi Associates
- M/s BSR Foods
- M/s Balaji Tradeexim Pvt. Ltd.
- M/s Al Sameer Exports Pvt. Ltd.
- M/s Anna Exports
- M/s Agricom Impex
- M/s. Natural Frozen & Dehydrate Food
- M/s Kohinoor Food Industries
- M/s NRG Foods Pvt. Ltd.
- M/s Amin Dehy Foods
- M/s. Graffiti Exports
- M/s World Dehydrates Foods & Spices
- M/s STC India Pvt. Ltd.

- Rasna Private Limited
- North Eastern Regional Agricultural Marketing Corporation (NERAMAC) Ltd.
- M/s Brij Health Care
- M/s Taj Frozen Foods India Ltd
- M/s Safechem Industries
- M/s. Sarveshwar Foods Ltd.
- M/s. Raj Foods International
- M/s Ess Pee Quality Products
- M/s Kanwal foods & Spices (I) Pvt. Ltd.
- M/s. Pawas Canning
- M/s Fine Foods Industries
- M/s Hi Tech Natural Products (India) Ltd.
- M/s Pooja Dehy Foods Pvt. Ltd.
- M/s Kirti Foods Pvt. Ltd.
- M/s Weltweit Agri Exports
- M/s Yogi Foods India
- M/s. Al-Hamd Agro FOOD PRODUCTS PVT. LTD.
- M/s B Natha Singh Karam Singh Pvt. Ltd.
- M/s Al-Khair Exporters
- AL AALI EXPORTS PVT LTD/ MARHABA FROZEN FOODS
- K Rice International
- HAMD FOODS PRIVATE LIMITED

## **6. INNAUGURATION**

His Excellency Mr. Manish Prabhat, Deputy High Chief of Mission inaugurated APEDA pavilion. Mr. Sarjjeet Soodan, Second Secretary (Eco. & Commerce) visited APEDA pavilion and discussed various issues with Indian participants to have a better market access of their products in European market for Indian products.





## 7. Chief Guest

Honourable Union Minister for Food Processing Smt. Harsimrat Kaur along with other important dignitaries visited the Indian Pavilion on 18<sup>th</sup> October. The minister took the time out to visit all the exhibitors at their booth and discussed with them extra efforts that could still be made by the Government to help drive more mileage for the participating companies at such mega-events.



## 7. Design and construction :

A committee after the necessary technical and financial bidding processes decided to award the responsibility of coordinating and managing all the activities at the India Pavilion covered in a space of 750 sq mtr. under the guidance of APEDA to M/s Seventy Seven Entertainment Pvt. Ltd. which included the designing, setting-up and managing of the India Pavilion.

India Trade Promotion Organisation had also participated along with their exhibiting companies under India Pavilion.

## **8. APEDA**

The following officers were present at the show :

1. Mr. R. K. Mondal, Deputy General Manager, APEDA
2. Mrs Vinita Sudhanshu , Assistant General Manager, APEDA

## **9. APEDA Common Display Area**

An eye catching display section made with APEDA- India branding.

## **10. Samples and Products Displayed**

- Beverages
- Tinned Food
- Deli
- Fruits and Vegetables
- Rice
- Dehydrated Spices
- Mouth Fresheners
- Ready to Eat Products
- Wines and Spirits
- Ingredients
- Gourmet Food
- Health Products
- Frozen Food
- Food Supplements
- Savoury Grocery Products

## **11. Signage & Graphics**

While designing and executing the India pavilion, the key consideration was the uniformity in the colour schemes and graphical mixes used for different booths inside the pavilion. The signage and graphics were intended with one message of promoting agro food products of India.

A special effort was also made to ensure uniformity of branding across the entire India Pavilion. All the posters for the individual exhibitors were centrally designed using the services of Seventy Seven Entertainment.

## **12. Special campaign undertaken during the exhibition**

### **Wet Sampling of Biryani**

In continuation to the efforts already underway by APEDA to introduce the world to the aromatic flavor of the Indian Basmati rice and also in the process open new avenues for the Indian rice exporters - APEDA undertook special Biryani sampling inside the common area in the Indian pavilion. 200 kgs basmati rice specially procured for the purpose was shipped to Paris and highly popular Indian restaurant was hired under the supervision of APEDA, to serve the Veg & Non-Veg Biryani during the event days.

The event was an instant hit and attracted long queues of business visitors patiently lining up to sample this unique cuisine.



### **Wet sampling of Indian Wines & Basmati Rice**

Buyers' and business visitors also had an opportunity to try the wines from the exhibitors at the tasting zone. The wine tasting area served as the venue for the tasting sessions and gather enthusiasts from diverse regions.

Special effort was made to educate the visitors during the wine tasting sessions about the unique flavor of the Indian wines and their pairing with Indian cuisines like Briyani.



## **17. Feedback of the participants**

The participating exporter's feedback is that their participation in the show was generally good. They received serious business enquiries from the buyers which are being followed up for generating business.

## **18. Recommendations**

1. All the Indian organizations who participate in this event should participate under one umbrella for better branding of the country and effective showcasing the strength of Indian products.
2. Advance planning and sufficient amount needs to be spent on advertisement and publicity.
3. The approval of Government must be taken atleast 3 to 4 months before the Show for such prestigious events for enabling to achieve optimum benefit out of the exhibition and also overall effective participation of APEDA.
4. Sufficient amount of publicity needs to be done about the participation of India



5. Space needs to be increased.
6. Participation should be followed up with promotion programmes in retail outlets with support of Indian Embassy.
7. A PR Agency needs to be engaged for pre & post event follow up after APEDA's participation.