

A Report on
APEDA's participation in the Thessaloniki International Fair, 2019
Organized during September 7-15, 2019 at Thessaloniki, Greece.

India Trade Promotion Organization (ITPO), under the aegis of Department of Commerce, Ministry of Commerce and Industry, Government of India, has organized India's National Level Participation in Thessaloniki International Fair (TIF) 2019. APEDA organized its participation with member exporters in the fair organized during September 7-15, 2019 in Thessaloniki, Greece.

India was given the status of “**Honoured Country**” in the TIF 2019 and displayed India's strength in the fields of trade, technologies and services to project India as a “**New India**”. During 2017 and 2018, China and USA were given the status of “Honoured Country” respectively and these countries had showcased achievement of the country in different sectors, cutting-edge technologies, role of their government departments, avant-garde products of prominent private sector companies.

Thessaloniki is the second largest port city of Greece and the gateway to the Balkans. More than 1500 companies from around 40 countries participate in this event which is organized in an area of approx. 60,000 Sq Mtrs. The Fair has great political and economic significance. This is the event for policy advocacy of Greece.

India Pavilion was jointly inaugurated by Hon'ble Prime Minister of Greece and Indian Minister of State for Commerce & Industry, Shri Hardeep Singh Puri. The event was well attended by Ambassador of India, Athens, Executive Director, ITPO, Chairman, APEDA, Joint Secretary, Department of Commerce, Joint Secretary, Department of Industry and the Team. The Minister of Finance and Minister of Agriculture of Greece were also visited the Indian pavilion.

APEDA booked 54 sq. mtr area for participation in the event with 6 exporters. APEDA promoted various Agricultural and processed food products. A wide publicity through sampling and tasting campaign of Indian Kiwi Wine, Basmati Rice Biryani in Veg and Non Veg flavour, Indian Masala Tea, Sweets, Snacks and sweet Corn were carried out which was well appreciated by the visitors. A range of Indian processed products like ready to eat, Basmati rice, Indian Tea, Spices, organic and non organic products were placed for display and

publicity on APEDA pavilion. APEDA's participation and Indian products were well appreciated by the dignitaries.

The fair was such high profile that the Minister of State for Commerce & Industry, Shri Hardeep Singh Puri chaired meetings, in person, with all stake holders before start of the fair to ensure that Indian participation in the fair is of high level and only prominent companies are participating in the fair. It is pertinent to mention that ITPO qualified all the high standards assign to the team for a grand success of the fair.

Ministry of Information and Broadcasting confirmed its participation in the fair in an area of 100 Sq Mtrs. Theme Pavilion in vibrant colour and designed and showcased 150th Birth Anniversary of Mahatma Gandhi and 550th Anniversary of Guru Nanak Dev ji

Participation of APEDA has made icing on the cake as it has offered the tasting of Kiwi Wine, Chicken Biryani and Veg Byryani to all visitors of India Pavilion. Indian Tea, snacks and sweets were promoted from a separate stand. Other major attractions of the fair were stand of ISRO, NTPC, Meity, UPL, NHFDC, Relaxo Footwear Limited and participation from prominent Tiles Companies from Gujarat and Engineering Companies under the banner of NSIC.

India Pavilion was inaugurated by Hon'ble Prime Minister of Greece. He was well attended by our MoS, Commerce & Industry, Ambassador of India, Athens, Executive Director, ITPO, Chairman, APEDA, Joint Secretary, Department of Commerce, Joint Secretary, Department of Industry and the Team.





He was welcomed in typical India style with Dhol and Bhangra performance 'Rang Bahar', an empanelled cultural troupe of ICCR, a Tika was put on his forehead and rose petals were showered upon him. He was highly impressed with Indian tradition and culture of welcoming the guests.



A special session for Hon'ble Prime Minister of Greece, our MoS, Commerce & Industry and Ambassador of India, Athens was arranged for *tete-e-tete* followed by interactive session of Indian Business Delegation, arranged by CII (Confederation of India Industry) with Hon'ble Prime Minister of Greece, our MoS, Commerce & Industry and Ambassador of India, Athens. The fair was also well attended by their opposition leader and 2 times former Prime Minister of Greece.



Some other dignitaries visited India Pavilion were Greek's Home Minister for Internal Security, External Affairs Minister, Defence Minister, Municipal Commissioner of Thessaloniki and a number of Governors and Mayors of their difference states. Chairman APEDA escorted the dignitaries and introduced them about the Indian Food products presented for Greece. Almost all have appreciated Indian participation on account of quality of food products and presentation.









An overwhelming response was received during the wet sampling of Basmati Rice Biryani, Kiwi Wine, Indian Sweets, Snacks and Masala tea were being promoted from APEDA pavilion during the entire event of TIF 2019.





It is not out of place to mention that APEDA did a vast publicity of various food products in the exhibition which has made an impact on the visitors of Greece.



The main highlights of the event are as under:

- Around 2.50 Lakh visitors visited India Pavilion. A very high number of buyers visited India Pavilion. Greece has a great market potential for India B2B and B2C products. During the meeting of MoS, Commerce & Industry with Greek PM, emphasis was made to work bi-latterly on Tourism, Atomic Energy, Power Sector, Space Technology and Agricultural Sector.
- All participating Engineering/Tiles companies were able to appoint their agent in Thessaloniki/Athens in B2B sector. There is a great demand of Indian products such as Handicrafts, Imitation Jewellery, Ready Made Garments, Textiles, Footwear, Leather Products etc. Many B2C companies appointed their buyers and agent for regular supply.
- All dignitaries such as Prime Minister, Home Minister, Foreign Minister, Opposition Leader & Ex-Prime Minister, and Defence Minister and a number of Mayors, Governors and VIPs of Greece visited India Pavilion. Business buyers and general public also visited India Pavilion in large number.
- All above mentioned dignitaries, business buyers and general public appreciated the display and quality of products showcased in the fair.
- In one on one meeting between Greek Prime Minister and MoS, Commerce & Industry, the emphasis was made to increase bi-lateral economic activities in the fields of Tourism, Agriculture, Space Technology, Automobiles, Nuclear Energy and Power Sector. HELEXPO has invited Indian participation in their forthcoming fair of Tourism.
- More than 30 business enquiries were generated on APEDA pavilion.

The Thessaloniki International Fair, 2019 edition was a grand success. It is further submitted that this fair has achieved the task of image building of India to a great extent.

Trade enquiries generated during the TIF 2019 in Thessaionki, Greece

Sl. No.	Name	Contact address	Product of interest
1.	Mr.Tsiuourikas Athanasios	Botsari 480030 Thessaloniki, Greece <u>Tel:6974382150</u> E-mail: tsikourikasathanasios@gmail.com	Spices, Cashew
2.	Mr. Alexander Valikov Chief Marketing Officer	Kristall-M Power Grid Management Tel: 79136140325 E-mail:VALIKOVAVV@GMAIL.COM	Basmati Rice

3.	Mr. Nick Emmanuel Senior Telecommunication Consultant M.Sc, MBA, Ph.D	Clear Talk Mobile M:+306944600733 F:+302117709192 E- Mail:Emmanuel@cleartalkmobile.com www.cleartalkmobile.com	Basmati Rice
4.	Mr. Gowdhhaman Kandasamy Founder & CEO	CZ Smart Mobility IT Solutions. Consulting F-4,Khurini's Gloxinia,KTK Town, Street, Shlinganallur, Chennai TN-600119	Basmati Rice
5.	Mr. Andreas Dimopoulos	Dimopoulos Consulting Services <u>Tel:+306936346617</u> E-mail:job1j@yahoo.gr <u>info@andreasdimopoulos.gr</u> www. Andreasdimopoulos.gr	Basmati Rice
6.	Mr. Eva Theodoridi General Administrator Trade Fruit	Megariki Farma Harvesing/Storage/Packing/Export Tel: 003069826732312351045840 E-mail: rentis@megarikifarma.gr Valley.fr.vallidis@hotmail.com www.Interfood.gr	Basmati Rice
7.	Mr. Tepwns Lewpyios	Agro Team <u>Tel:-2467072222/6980140592</u> E-Mail:abg1234@yahoo.com	Basmati Rice
8.	Mr. Narender	M/s. Asian Food Market African –Arabic-Europe & Philippine Foods S.N.Tropical O.E, Thassou 9, Argolidos-I KEAS-4 Tel: 6951919290/2111160211/2155357070 E-mail: urapar_athens@yahoo.org	Assorted Food Products
9.	Mrs. Maria Nakou Sales Department	Olympus Top Food Head Office: Athens Branch: 8 th Kim. P.E.O. Katerin-Thessaloniki -60062 Greece <u>Tel:+30 2351041111</u> Fax:+30 2351041116 Mobile:+30 6944474946 E-mail:info@olympus-topfood.gr <u>mnakou@olympus-topfood.gr</u> www.olympus-topfood.gr	Kiwi Fruit

10.	Mrs. Anita Bhandari Head Events	Haut Monde India 104, DLF South Court, Saket New Delhi-110017	Basmati Rice
11.	Mr. Evgenios V. Kalaitzopoulos Senior Partner	OlympusHerb Ltd. 1 Orfanidou str.,546 26, Thessaloniki, Greece Tel: +302310545678/6951814000 E-mail:info@olympusherb.com sales@olympusherb.com www.olympusherb.com	Food Products
12.	Mr. Paschalis Apostlidis CEO	Kilkis Industrial Area P. O. Box 33, GR61100 Tel :+30 2341071640/72057/72153 Fax:+30 2341071733 Mobile:+30 6946792800 E-mail: director@nutipet.gr pascalapostolidis@yahoo.gr www.nutripet.gr	Basmati Rice
13.	Mr. Harjeet Singh Mr. Jasbeer Singh	Shane-Punjab Mini Market Alephori-Road, Megara-19100 Shop Tel:2296024231/6942042635 E-mail: laddi1313jimmy@gmail.com	All Food Products, Spices ,Rice
14.	Mr. Michael Stivahtaris	Hellenic Stream Trade (HS Trade) Thessaloniki-Afytos Chalkiiki Tel & Fax : +30 2311285278 Skype; michaelhstrade Mobile:+ 30 6944411102/6944855543 E-mail:info@hstrade.gr www. Hstrade.gr	Seesame seeds Organic Products Spices, Tomato Paste /Puree Processed Foods & vegetables, Herbs Sunflowers, Mango Pulp
15.	Mr. Savas Aslanidis Director Operations & Business Development	BE Accurate 6 th Floor, filonos 113,18535 Piraeus,Greece Tel:+30-2104594400 E-mail: savas.asianidis@be-accurate.com www.be-accurate.com	Basmati Rice

16	Mr. Bill Vrmazia General Manager	VARMAZIS The Hot Sauce Factory B. Varmazia Co., Industrial Area, Serres, Greece P.C.62100 Tel:+30 2321080038 Mobile :+ 306986155111 E-mail:info@varmazis.gr www.varmazis.gr	Naga Chillies /Bhut Jolokia in Powder
17.		Ayurveda Hellas Niknc,28,10557 Aqhan E-mail:bhumimurti@gmail.com Tel210 3632350/3603521 Mobile: +30 6976783289 www. ayurveda-hellas.gr	Organic /Aurvedic/Herbs
18.	Mr. Aslanidis George	Diatrofiki Macedonia Thrace Mobile: +030 6988036036 E-mail: diatروفikigeorge@yahoo.com	Basmati Rice & Spices
19.	Mr. Aristotelis G. Papadimitriou Chief Executive Officer	Papadimitrous S.A. Impor-Export-Processing Spice, Herbs , Food Additives Industrial of Thessaloniki "Sindos C" Area D.A. 10 O.T.43-P.C. 57022-P.O.Box 1042 Greece E-mail:info@papaditrou.com.gr www. Papadimitriou.com.gr	Spice, Herbs , Food Additives & Powder
20.	Mr. Ashok Sahdev	Merchan Calle Event Exhibitions Interiors Retail 4, Epidavrou Str.15233 chalandn Athends Greece Tel: 030:+30 6974148963 E-amaill; ashk sahdev57@gmail.com	Kiwi Wine
21.	Mr. Gregory Aliprantis Managing Director	Arhilohos Holding S.A. Supplier and Distributor of Consumable Goods H.Q.: Agios Vlasis-Pards Island P.O. Box 84400 Tel: 22840 41 25241164 Fax:22840 41 563 Mobile:6977444304 E-Mail:arhicom@otenet.gr	Basmati Rice & Wine Insland Paros.

22.	Mr. Thomaidi Chrissa Purchasing Manager	CITI Food & Drinks Imports, Exports, Representations 18 Poliouri Str., 15351 PALLINI Athens, Greece Tel: +30 210 6032976 Mobile:+30 6972862230 Fax:+ 30 2106667560 E-mail: thchris_2@yahoo.com www.citifoods.gr	Sesame Seed Spices Mango
23.	Mr. Leonida Kostoulakis	Tea Stories by Madras Handpinou An.26 TK 54454 Thessalonki ,Greece Tel: 2310516735/6931272189 E-mail:info@teastories.gr www.teastories.gr	Tea
24.	Mr. George Kouvelis General Manager	Confexpo Ltd. 1146 High Road Whetstone, N20 ORA London Tel:+30 2107568888 Mobile: +30 69776926502107568888 E-mail:gk@confexpo.co.uk www. Confexpo.co.in	General Food stuff
25.	Mr. Isaiadis Vasieios General Manager	ISAIDIS Bakery Raw Materials Processing-Storage-Trading 3 rd Kim. Plagiari-Epanomi, Postal,26K- p.c.57500 Epanomi Tel:+23920 44633/2392051271 Fax:239201644 Mobile:6937107345	Spices & Sesame
26.	AFOI Mertremeki OE	Himalayan Food Supplement Tel: 0030 6945152478 0030-6937784149 E-mail:-agromgroup@gmail .com	Wheat ,Corm, Barley, Guar Meal, Mallet ,Canary Seal, Sunflower
27.	Mr. Adel Ahmad	Paramids Minchen.LLG Tel: 0049 630037949 E-mail: adelalshamari78@hotmail.com	Spices,Basmati Rice, Red whole Chilly, Vegetables, Fruits, Red, White, Black Pepper

28.	Mr. Eapenae Day	Maharani Basmati Rice Sarelas Tel : 2310524053/6947481025	Basmati Rice
29.	Mr. Jasbir Sigh	Eypo Asia G.T. Tel: 0030 06942490450	Rice, Pickle, spices, Snacks, RTE, Tea, Phallada Spices, Cashew, Sesame Seed Kiwi Wine in Italy
30.	Mr. Papageorgiou Spiros	Nuts Kuveli Prevezx P. Compay Tel:030 6909527401	Rice, Tea, Fruits, Nuts, Peanuts, Spices, Corns Fresh
