

**Report on APEDA's participation in
Fine Food Australia,
At Sydney**

From 11 -14 September 2023



APEDA

**Agricultural & Processed Food Products
Export Development Authority**

Ministry of Commerce & Industry, Government of India

About Fine Food Australia:-

Agricultural and Processed Food Products Export Development Authority (APEDA) under Ministry of Commerce and Industry Promotes the export of agricultural products from India. Major products categories include fresh fruits and vegetables, processed foods, animal products and cereals.

Australia is premium market for Indian agri products, Australia has good demand for Basmati Rice, Miscellaneous Preparations, Cereal Preparations, Processed Vegetables, Guar gum, Cucumber and Gherkins(Prepd. & Presvd), Non Basmati Rice, Dairy Products and various other agri based products. During the year 2022-23, India's total agricultural export to Australia was worth 213.70 million US\$. The volumes of total agricultural products export to Vietnam were 131229 MT.

Fine Food Australia, the annual industry flagship event running for almost four decades. Fine Food is the unparalleled vehicle for connecting the foodservice, hospitality and retail industry from around Australia and all around the world. In the show thousands of exhibitors are participating around the world. The main products showcased in the event are General & specialty food, Beverages, tea, coffee, meat, bakery products, natural and organic etc. Thousands of visitors attend Fine Food Australia each year. Sharing experiences with chefs, restaurateurs, café and bar owners, and other food operators, over a few days could set up for more success for years. Meeting face-to-face with leading industry suppliers is also a proven way to seal a sweeter supply or distribution deal. Fine Food is a good platform for food industry mainly new start ups.

Participation of APEDA registered exporter under APEDA pavilion :-

APEDA participated in Fine Food Australia at International Conventional Centre Sydney from 11 -14 September 2023. APEDA booked 108 Sq, Mts space in the event and build APEDA India Pavilion at Hall no 4 of International Conventional Centre Sydney. Under India pavilion 10 stalls of registered exporters and APEDA pavilion was set up.

The exporter mainly exhibited products like Ready to Eat, ready to cook curries, non basmati rice, cereals, Millets and Millet products. At APEDA pavilion arrangement of wet sampling of Biryani and Millet products was made. An exclusive display of millets and millets products in a dedicated stall was the point of attraction for the visitors.



APEDA India Pavilion at Fine Food

Design of APEDA pavilion :-

The responsibility of construction and designing of APEDA Pavilion was awarded to M/s Expression 360 Pvt Ltd, an official contractor of event organizer for construction of Pavilion which included the designing, setting-up and managing of the India Pavilion. APEDA Pavilion were the real attraction and buzzing centre for visitors and created a bright, colorful and vibrant ambience accompanied by pleasant exotic aromas of different Indian Food ingredients. The lounge area was strategically placed in such a manner that it was seen right there from the entrance. Millet pasta & Upma sampling counter gave the Indian Pavilion the significant presence at the show and was adored by the visitors. 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. The graphics were designed keeping in mind the rich heritage and cultural Indian background along with the modern development taking place in processed food sector.

Inauguration of APEDA pavilion:-

APEDA pavilion was inaugurated on 11th September 2023 by Mr. Manish Gupta Hon'ble Consul General, Sydney Australia. Mr. Sanjay K. Maluka, Head of Chancery Consul (Trade & Commerce), Mr. Sudip Bhattacharya and Mr Navjot Bhatti from Consulate office were also present during the inauguration. From APEDA Dr. Tarun Bajaj Director APEDA, Prashant Waghmare, DGM and exporters participated.

After inauguration Hon'ble Consul General visited to each stall of exporters and interacted with them. During the interaction Hon'ble Consul General informed that there is good potential for Indian food products like read to eat products, innovative products for healthy lifestyle. Hon'ble Consul General on his remark mentioned "*The best organized exhibition in Sydney during last few years. Well diversified display with quality products*". Consul Trade and commerce written his remark as "*APEDA made the best ever product range exhibited in Australia*"

The Hon'ble Consul General and team also inaugurated the pavilion of TPCI and interacted with the exporters.



Inauguration of APEDA pavilion by Hob'ble Consul General Mr. Manish Gupta





Hon'ble Consul General's interaction with Exporters

Special Attraction

- **Sampling of Briyani and Millet:-**

During four days of event daily wet sampling of Briyani (Veg and Non-Veg) and Millet Khichadi was served. The sampling pulled huge crowd at APEDA pavilion. The millet khichadi was liked by most of the people.



Sampling of Briyani and Millet Khichadi

- **Promotion of Millet: -**

The United Nations General Assembly at its 75th session in March 2021 declared 2023 the **International Year of Millets (IYM 2023)**. FAO is the lead agency for celebrating the Year in collaboration with other relevant stakeholders. **#IYM2023** is an opportunity to raise awareness of, and direct policy attention to the nutritional and health benefits of millets and their suitability for cultivation under adverse and changing climatic conditions.

In the background of International Year of Millets an exclusive stall for display of millet value added product **"Millet of India"** was set up under APEDA

pavilion. In the stall millet based products like cookies, biscuits, noodles pasts, flakes, khichadi, daliya, pizza base were displayed. During the visit of Consulate General and his Officials millet tea with millet biscuits was served. These displayed products mainly belong to start-ups and Women entrepreneur. During meeting of dignitaries and visitors Millet biscuits were served .



Display of Millet Products

- **Heena Tatio (Mehendi) :-**

For getting attraction to visitor a Henna corner was created. Heena artist every day was making Heena tattoo. Many visitor applied Heena on their hand and foot. Visitor appreciated for complementary Heena tattoo.



Heena Tatio at APEDA pavilion

Networking B2B Meetings :-

The meeting with the potential buyers was conducted at APEDA pavilion, Buyers also visited individually to exporters stall. The response of buyers seeing Indian agri products in APEDA pavilion was satisfactory. As per exporters they got enquires ranging from INR 5 lakhs to 50 Lakhs. The interest shown in the products by buyer was rice, processed food, millets, Ready to Eat products etc.

Footfall:-

The visitors daily APEDA stall mainly included importers, start ups, warehouse and logistics service provider etc. It was noticed that Indians already having established business in Australia and importing regularly products from India was showing interest for new innovative products and millet based products. The footfall at APEDA pavilion was good. Around 300 plus visitors came daily to APEDA stall.

Trade Enquires:-

During the event trade enquires were generated. It was understood that there is good potential for Indian food products. Ready to Eat, Healthy diet products, peanut butter, honey, turmeric powder, ready to cook curries have demand in Australian Market. During the visit to local super markets in Sydney it was found that protein rich products like peanut butter, protein bars protein based snacks, cookies, ready to eat are sold in good volume, Mainly Asian people are the buyer but now local Australian are also started buying the Indian products.

Recommendation for next year participation:-

The response was good for Indian products. Millet sampling created excitement among people and they were curious to know about millets. For creating awareness about millets, brochures and recipe of millets were distributed in pen drive. Biryani was crowd pulling. For next year big hanging boards for country branding should be made for more visibility of India pavilion. The location for pavilion should be planned in advance in co-ordination with TPCI and ITPO to have one big India pavilion. The packaging material exporters from India were in good numbers as there is good demand for sustainable & eco friendly packaging material. Since exporters directly participated in the event, their location was at different places in the hall. Next year may consider the participation of packaging material exporters under India pavilion

List of importers visited to APEDA stall:

Sr. no	Name of company	Contact Details	Interested product
1	Ostindo International Pty Ltd.	30-36 David Lee Road, Hallam VIC,3803,Australia Mr. Dean Hasnat- Director Mob- +61-410561489 dean@ostindo.com.au	Processed food products
2	Reliance Exim	Mr. Viral Patel +61-0430543109 Easygrocery.com.au	Grocery
3	Makan Group	15, MacGee street, Otahuhu Auckland 1062 +61-212950412 Mr. Prashant Patel prashant@makan.co.nz	Food products
4	Trademate	Level5,52 Phillips street Sydney NSW 2000, Australia Deven Thanki- Founder	Service provided to Importer and exporter
5	Hari Om Foods	5A, Andre Place, Blacktown, 2148, NSW Australia Mr. Vineet Pasamikar +61-434161831,452527161	Processed food
6	Cookies and More	Unit 2, 321 Victoria Road, Malaga, WA 6090 Tel.: +61 86278 3700 Fax : +61 8 6278 3800 Email: info@cookiesandmore.com.au Web: www.cookiesandmore.com.au	Bakery Products
7	Heidelberg Cakes	20 Nelson Street Stepney SA 5069 Tel.: +61 8 8362 5111 Fax: +61 8 8362 5122 Email : info@heidelbergcakes.com.au Web: http://www.heidelbergcakes.com.au	Bakery Products
8	TNA Australia Pty Limited	24 Carter St, Sydney Olympic Park NSW 2127 Phone: (02) 9714 2300 https://www.tnasolutions.com\	Processed food products
9	Moffat Group Pty Limited	C/10-16 South Street, Rydalmere NSW 2116 Phone: (02) 8833 4111 740 Springvale Rd., Mulgrave 3170 VIC	

		Tel: 03-9518 3888 Fax: 03-9518 3833 E-mail: vsales@moffat.com.au Web: www.moffat.com.au	
10	Kialla Pure Foods	342 Greenmount-Etonvale Road Greenmount QLD Australia 4359 Email: reception@kiallafoods.com.au Phone: +61 7 4697 0300 www.kiallafoods.com.au	Processed food
11	GrainCorp Operations Limited	Level 28, 175 Liverpool Street Sydney, NSW 2000 Tel : +61 2 93259100 Fax : +61 2 9325 9180 Email: enquiries@graincorp.com.au Web : www.graincorp.com.au	Cereals
12	Associated Grain	7 Byrne Street Dalby QLD 4405 Tel : +61 7 4669 9500 Fax: + 61 7 4662 8557 packing@associatedgrain.com.au www.associatedgrain.com.au	Cereals
13	Agrifoods Australia	46-48 Yumborra Road Dalby QLD 4405 Ph: +61 7 4662 3866 Fax: +61 7 4669 6394 : info@agrifoodsaustralia.com.au www.agrifoodsaustralia.com.au	Cereals
14	Allcrops Pty Ltd.	A064-065 SYDNEY MARKETS NSW PHONE: +61 409 205 709 FAX:+61 2 9746 5499 Email : tonyg@allcrops.net.au accounts@allcrops.net.au	
15	Exotic Fruit Traders Pty Ltd.	NSW PHONE:+61 2 9746 8311 ; +61 414 767 690 FAX:+61 2 9746 2690 EMAIL : tina@exotic.com.au ; info@exotic.com.au Web : www.exotic.com.au	

Exporters participated under APEDA pavilion are as follows:-

- 1 M/s. Suminter India Organics Pvt. Ltd
- 2 M/s. HDL Global (India) Pvt. Ltd
- 3 M/s. BSM World Group
- 4 M/s. Neer Horticulture Solutions Pvt. Ltd.
- 5 M/s. Nexton Foods Pvt. Ltd.
- 6 M/s. Hindustan Foreign Traders
- 7 M/s. Top Export
- 8 M/s. Skyroots Ventures LLP
- 9 M/s. Vibhor International Pvt. Ltd.
