

APEDA's participation at China International Import Exposition(CIIE) in Shanghai, China

Commerce Secretary had led the Indian delegation to participate in the China International Import Exposition(CIIE) in Shanghai, China during 4th to 6th November 2018 where APEDA was a part of the delegation. Mr. S.S.Nayyar, General Manager and Mr. Bidyut Baruah, Assistant General Manager had represented APEDA. The CIIE Shanghai event was opened for the general public from 5th to 10th November 2018 where APEDA had organized wet sampling of Biryani (Vegetable and non vegetable) and wine (white, Red and Kiwi) apart from displaying other schedule products of APEDA. There were three exporters who had participated in this event with APEDA. They were M/s NAFED, M/s JSB food processing and M/s JKF International Ltd. The Indian pavilion was inaugurated by Hon'ble Commerce Secretary Dr. Anup Wadhawan. The Indian pavilion was set up by Federation of Indian Export Organisation (FIEO) where other stake holders who had participated in this event apart from APEDA were Ministry of Tourism,, NAFED, MPEDA, SEPC, Pharmexcil etc. The focus sector in the country pavilion were Food and Agro products, Pharmaceuticals, IT&ITes, Tourism and service sector.

The 1st China International Import Expo (CIIE) event had focus on imports and was organized as a collaborative platform for countries and region to showcase their development achievements and conduct international trade. Altogether about 2800 companies from over 130 countries and region met around 150,000 buyers in this event.

The Indian pavilion was esthetically decorated where apart from visitors of China the visitors from other countries also visited and had tested the wine and Biryani that was served by APEDA. The name of visitors who had visited the Indian pavilion and shown interest on Food and Agro products and other products are given in the annexure I.

Promotion NER products at CIIE event:

APEDA also made special effort for promotion of few products brought from North eastern states like Kiwi wine from Arunachal Pradesh and soft rice from Assam and wet sampling of the same were made to know the views of the visitor. The Hon'ble Commerce Secretary also tested the kiwi wine and soft rice and appreciated the quality. Some of the comments received from the visitors after testing kiwi wine are as follows:

Sl. No.	Name	Comments
1	Ms Catherine Beauvals- Gascon Canada	Delicious
2.	Kristoffer Duthu DNA Business development Shanghai	Refreshing kiwi wine after taste. Very smooth
3.	Ronnell Armbristu Bahamas	I tried the kiwi wine and the taste is amazing. It is full body and moist. It is very refreshing.



Wet sampling of wine by APEDA at India pavilion



A view of the India pavilion



Visit of Commerce Secretary to India pavilion



Annexure I:

Sl. No	Name	Contact address	Product interested
1.	Wang Zhiwei	International Business Dept. Manager ETDZ of Yantai 264006 Mobile: +86 15106381618 Email: wangzhiwei@shinho.net.cn www.shinho.com.cn	Rice
2.	He Miao	JIATAI CORPORATION China Mobile: 13804922823 Email: 506167928@qq.com www.jiataile.cn	All products
3.	Bill Wu	Deputy Secretary General Fujian Chamber of Commerce for import and export Mobile: 18950378686 Email: wuxianbiao@hyfairs.com	Wine
4.	Jian Wei Zheng	Ausfarm Import and export Trading company Ltd. Mobile: +861380136911 Email: senhe2005@163.com	Wine and rice
5.	Lee Hanzhong	Axiang Group Mobile: +8613511207100 Email: leehanzhong@vip.163.com	Wine
6.	Zhang Yuling	Beijing Lucky Earth International Culture Company Lt. Mobile: +8618611730827 E mail: dadijiyuanbj.126.com www.dadijiyuanbj.com	Wine
7.	Xu Yingying	General Manager Shanghai Maoneng Information Technology co. ltd Mobile+8613601726562 E mail: xuyingying@ciechina.com www.tetec.com	Connects Importer and Exporter
8.	Mr. Hu	Deputy General Manager China Henan Yu'E export and Inport trading Co. Ltd. Mobile: +8615539937098 Email: yuetrade@163.com	Soya bean, mung bean, sesame
9.	Mark.Z	Wines of Portugal & Spain	Kiwi wine, sea

		Blue dream Manor Mobile: +8613339020183 Email: MARKZP@163.com	food and agriculture product
10.	Wang Wenjing	Baodi Commission of Commerce of Tianjin Mobile: +8613820599929 Email: 13820599929@126.com	Looking for Millets
11.	Kristoffer Duthu	DNA Mobile +8615721417723 E mail: kristoffer@dna1964.com	Kiwi wine
12.	Puran L. Jeswani	China Trade Forum & Event Management Co. Ltd Tele: +8620280106021 Email: puran@indosinobusinessbridge.com	Rice
13.	Douglas Chen	ESKIND XIAMENESKIND TRADING CO. LTD Mobile: +8615959288763 Email: douglas1114@hotmail.com	Import cotton
14.	Dongfang Shoucang	OTO Mobile:+86 15618363081 Email: 994130646@qq.com www.dongfangshoucang.com	Black tea
15.	Zhang Dajun	LUDA Mobile:+86 13953849616 Email: zdj@ltflanges.com Skype: zhangdajun16 www.ltflanges.com	Black tea
16.	Teresa Lin	Mobile: +86 18678137961 sunrisefuelin@163.com	Tea
17.	Hu Sheng Guang	Mobile: +86 13707035159	Tea
18.	Cheng Lingjun	Hebei Ruiyin Financial Services Out sourcing Co. Ltd. Mobile: +86 18632117878 E mail: clj@hebruiyin.com	Tea, Agriculture
19.	Guo Qi	China silk Corporation Mobile: +86 13701287296 E mail: guoqi@sinosilk.cn	Guargam
20.	Ma Qi Long	Dandong Sunlong Trade Co. Ltd Mobile: +86 13841587911 Email: sl3120547@sina.com	Sugar
21.	Wang Jain	Mobile: +86 15610368680	Honey

		Email: 155327063@qq.com	
22.	Wang Feng	Zhengzhou Frontier International Trade Co. Ltd Mobile: +86 13903933885	Tea
23.	Steven	Tangland International Trading Co. Ltd Mobile: +86 18663018899 E mail: steven@tang-land.com www.tang-land.com	Kiwi wine
24.	Leon Liu	Zhuhai Giddah Imp/Exp Co. Ltd Mobile: +86 7562520155 Email: leon_liu@giddah.com	Organic cotton
25.	Pavel P. Shanaytsa	Trans Container Europe GmbH Tel : +43 13362266 E mail: PShanaytsa@trcont.de PShanaytsa@trcont.ru www.trcont.ru	Kiwi wine
26.	Jinwen Zhou	Dummen Orange Mobile: +86 183 2836 9755 E mail: j.zhou@dummenorange.com www.dummenorange.com	Floriculture
27.	Workhan	Tianjin An Teng Technology Trade Co. Ltd Mobile: +86 15822868715 Email: workhan@163.com	Rice
28.	Tang Hao	Cofco Mobile: +86 18862076333 E mail: tangh@cofcorice.com www.cofco.com	rice
29.	James Xu	Share International Pvt. Ltd Mobile: +61 424877577 Email: jamesxu0916@139.com www.shareint.com.au	Health Foods
30.	Erdeni	Inner Mongolia Erlian Jinlong International Freight Forwarding Company Ltd. Mobile:18947430091, 15847927888 E mail: 2652063097@qq.com	Kiwi Wine
31.	Zikun Ma	Baoneng Logistics group Ltd. Mobile: +86 42683749 E mail: mazk@baoneng.com www.baoneng.com	All products

32.	Bernice Cao	IPEC China Council for the promotion of International Trade Mobile: +86 18562618618 Email: ccpitqdipec@163.com www.ipec.cn www.ccpitqd.org	wine
33.	Esdlumen	Shenzhen Eastar Electronic Co. Ltd. Mobile: +86 13410018005 Email: zd@esdied.com www.esdied.cn	Wants to invest in India
34.	Xiaoming Liu	Shen Yang Five Continents City Mobile: +86 18604056555 E mail: 136722848@qq.com	All food products
35.	Ric Reagan Lim	Samlim Corp / W.L.Foods Philippines Mobile: 6309173290549 E mail: ricreaganhaolim@gmail.com www.wlfoods.com.ph	Wants to invest in India on snacks food
36.	Wang Yi	Mobile +86 13333553721 Email: 449298260@qq.com	Kiwi wine
37.	Yuan Ji	China ASEAN Agricultural Materials Chamber of Commerce Mobile: +86 15618493890 E mail: yayue23846@hotmail.com	Fresh fruits and Nuts
38.	Coco	Guangdong H&P Import and Export Co. Ltd. Mobile: +86 13826156565 Email: hell@hvhell.com www.hvhell.com	All food products
39.	William Wu	ESB Shanghai Mobile: +86 18652137866 Email: willium.wu@esb-foods.com www.esb-foods.com	Kiwi wine
40.	Gulshan Asnani	New Source International Trading Company Ltd Mobile: +86 18658903066 Email: gulshan@newsourceld.com www.newsourceld.com	Rice, Kiwi wine

It was seen that most of the visitors preferred kiwi wine and therefore the Chinese custom officials were met to understand about import regulations and import duty. The import duty for wine into China is as follows:

India -14%
New Zealand – 0%
Australia – 2.4%

For import of other fruit wine the import duty is as follows:

India – 40%
New Zealand – 0%
Australia – 6%

Submitted please,

Bidyut Baruah
Asstt. General Manager