



India Trade Promotion Organisation



एपीडा
APEDA



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COLOGNE 07. – 11.10.2017

**APEDA'S ANUGA PARTICIPATION
REPORT, COLOGNE
7TH-11TH OCTOBER, 2017**



APEDA'S PARTICIPATION REPORT
ANUGA 2017
7 - 11 October 2017

1. **Place and venue:** Koelnmesse Exhibition Grounds, Cologne, Germany
2. **Date of the event:** 7-11 October 2017



3. **General description about the event / trade fair**

Export and innovations are the growth drivers of the worldwide food industry. The 34th ANUGA, held during 7th- 11th October 2017, was the best trade fair in a long time for many of the exhibitors. More than 7,400 companies from 107 countries, a new record, presented products from all over the world and all categories over the course of five days. Around 165,000 trade visitors from 198 countries took advantage of this unique offer for sourcing, information and ordering at top level.

In addition to the high level of internationality, which characterised the picture of the trade fair on all days, the quality of the visitors was once again outstanding. For example, Executive Directors and top buyers from leading global trading companies were registered. The out-of-home market was also represented by international teams in Cologne as well as decision-makers from the major online trading companies. The trade fair was opened by the NRW Minister, Christina SchuleFöcking. The honorary guest at the opening was the Indian Minister for the Food Processing Industries, Smt. Harsimrat Kaur Badal. India was the partner country of ANUGA 2017.



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

Government approved APEDA's participation in the 34th ANUGA 2017 held at the Koelnmesse Exhibition Grounds, Cologne Germany, and this time it was of even more importance, as India was a partner country in ANUGA 2017 which brought India to the fore front and main limelight.

For India Pavilion, ITPO had taken a total space of 1257 sq. m out of which APEDA had booked 504 sq. m space for organizing its participation during the event and India Pavilion was set up in hall 11.3

33 exporters participated in the event. APEDA displayed a range of food products like basmati rice, dehydrated spices, processed foods, pickles and chutney, snack foods, frozen products and peanut and peanut products etc. The entire India pavilion had a very aesthetic and culturally rich design giving it a very attractive look and feel. It was set up for Indian Agri products, and was greatly appreciated by the exporters, importers, embassy officials and the visitors.

APEDA Pavilion and the mezzanine lounge were the real attraction and buzzing centre for visitors and created a bright, colourful and vibrant ambience accompanied by pleasant exoticaromas of different Indian Food ingredients. The lounge area was strategically placed in such a manner that it was seen right there from the entrance. Biryani sampling counter gave the Indian Pavilion the significant presence at the show and was adored by the visitors.





5. India as a Partner country in ANUGA 2017

With 82 million consumers, Germany is the largest market for food and beverage players in Europe. Total food retailing revenue reached € 191 billion in 2015, growing by 2.3%. Meat products formed the largest share of the German food and beverage industry in 2015. At the same time, taking into consideration the grandiosity of the ANUGA exhibition, with ten exhibitions combined together, around 160,000 visitors and over 7,000 exhibitors showcasing innovative products, being a partner country at such a show was the right decision in all aspects. It brought the Indian brand, cuisine and taste palette which is praised all across the globe, into the limelight. The Indian brands came to the forefront and with the help of APEDA, the exhibitors got the attention and the right kind of business leads, which is what they always look forward to.

In fact, many exhibitors felt that India being a partner country added a lot of advantage for them in terms of quality visitors and to warrant a repeat visit.

The export-oriented Indian food industry was thus able to reach an international and first-class trade audience at Anuga. The innovations, which as always were a key focus of Anuga, contributed towards providing the industry with new impulses and ideas.

The high interest from the international food industry proves that the trade fair is a must-attend event in the diaries of the food manufacturers and buyers. Anyone, who wants to get a picture of how the world eats and drinks today, has to come to an exhibition like this, and being a partner country here, gives you the stage and public eye of the entire world to showcase the products displayed by Indian exhibitors. With the brandings placed throughout the exhibition and the quality of stalls and lounge areas, ANUGA 2017 and India as its partner country was a huge success.

5. Individual Stalls:

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

An innate design panel was introduced in the stall design this time which enhanced the look and feel of the stall, giving it a very traditional touch. All the stalls were provided with custom built reception table 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 and smartly placed India overhead brandings ensured visibility from across the hall.



Following companies participated under APEDA:-

- All India Rice Exporters Association
- Punjab Markfed
- Beehive Farms Pvt. Ltd.
- Bhole Nath Foods Ltd.
- Radika Rice
- M.R.Overseas Pvt. Ltd.
- Viral International
- Khedut Feeds And Foods Pvt. Ltd.
- Rainbow Expochem Company
- Richfield Industries Private Ltd.
- Fuletra - Stallion
- Kiz Foods Limited/ Supreme Food Ingredients
- Panchvati Foods



- Greendot Health Food Ltd.
- Wholesome Foods
- Saaz Foods Peanut Butter
- Galaxy Foods India
- Fiza Exports
- Keeva International
- German Foods
- Freshtrop Fruits Ltd.
- Real Dehydrates
- Patson Foods (India) Pvt. Ltd. (Guj.)
- Maahir Foods
- Hanuman Rice Traders
- Shreeji Dehydrate Export
- Whitefields Overseas Limited
- Al-Gyas Exports Pvt. Ltd. Star Trading House
- Ttk Healthcare Ltd. - Foods Division
- ChamanlalSetia Exports Ltd.
- Austin Foods & Beverages Pvt. Ltd.
- Midas Agro Foods Private Limited
- VNKC AgrocomPvt. Ltd.

6. INNAUGURATION

Her Excellency Smt. Harsimrat Kaur Badal, Union Cabinet Minister of Food Processing, Government of India, and NRW Minister, Christina SchuleFöcking inaugurated APEDA pavilion. Mr Santosh Kumar Sarangi, Joint Secretary, Ministry of Commerce & Industry, Shri D.K. Singh, Chairman APEDA along with Smt. Pratibha Parkar, Consulate General-Frankfurt 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

HON'BLE Union Minister for Food Processing Smt. Harsimrat Kaur along with other important dignitaries visited the Indian Pavilion on 7th October. The chief guest took the time out to visit all the exhibitors at their booth and discussed with them those extra efforts that could still be made by the Government to help drive more mileage for the participating companies at such mega-events.

The dignitaries that attended the inauguration were:

- Smt. Harsimrat Kaur (Union Cabinet Minister of Food Processing, Government of India)
- Christina SchuleFöcking (Minister for the Environment, Agriculture, Nature and Consumer Protection, Germany)
- Smt. Pratibha Parkar (Consulate General-Frankfurt)
- Lord Henriette Recker (German lawyer and independent politician)



8. 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 1257 sq. m 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.





9. APEDA

A delegation of exporters was lead by Mr. Devendra Kumar Singh, Chairman APEDA for participation in the event. Mr. Sunil Kumar, Director, and Ms. Vinita Sudhanshu, Deputy General Manager, APEDA organised APEDA's participation in the event

10. Samples and Products Displayed

- Beverages
- Tinned Food
- 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 Product

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. 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.

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 and all the exhibitors were satisfied with poster placements.



12. Special campaign undertaken during the exhibition

Wet Sampling of Biryani and Wine

In continuation to the efforts already underway by APEDA to introduce the world to the aromatic flavour of the Indian Basmati rice and also in this process, open new avenues for the Indian rice exporters. Dedicated Sampling areas were created inside the common area for the biryani and wine. 200 kg basmati rice specially procured for the purpose was shipped to Cologne and highly popular Indian restaurant was hired under the supervision of APEDA, to serve the Veg & Non-Veg Biryani during the event days.

APEDA helped in procuring the Indian wines to the venue for sampling. Especially design display racks showcased the Indian wines which were a huge attraction and enhanced the look and feel of the common area.

Buyers' and business visitors 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 flavour of the Indian wines and their pairing with Indian cuisines like Biryani.

The event was an instant hit and attracted long queues of business visitors patiently lining up to sample this unique cuisine. The aromatic biryani and Indian wine sampling served the purpose and fulfilled the goal of promoting the Indian flavours all around the globe as the sampling created a huge buzz during the exhibition and was highly praised by the visitors.





13. Participant's Feedback Report

The participating exporters' feedback is that their participation in the show was generally good. 65% of the exhibitors said their objective was largely achieved. They received serious business enquiries from the buyers which are being followed up for generating business.

The exhibitors experienced quality visitors this time and their goals behind participating in such exhibitions were fulfilled to a certain extent. Many exhibitors developed serious business leads.

75% of the exhibitors said that the overall arrangements made by APEDA were very good.

The markets that were explored and quality leads were developed by the exhibitors from the following countries: Germany, US, Canada, Australia, Thailand, United Kingdom, West Africa, Poland.

An average of around 43 trade enquiries was received by the exhibitors during the event. Around 54% of the exhibitors when asked said that they received very good quality visitors.

Overall, the participants in this edition of ANUGA were largely satisfied with APEDA's arrangements and coordination.

14. Recommendations/Learnings:

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. It gives the Indian Pavilion more meaning and puts the emphasis on India as a whole.
2. Advance planning and sufficient amount needs to be spent on advertisement and publicity of APEDA's participation.
3. The approval of Government must be taken at least a year 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. The space of India pavilion including APEDA needs to be increased for showcasing the vast potential of Indian food products.
5. Participation should be followed up with promotion programmes in retail outlets with the support of Indian Embassy.



6. A PR Agency needs to be engaged for pre & post event follow up after APEDA's participation.
7. India pavilion should be located at a prominent place. ITPO may pursue with the event organisers.
8. Possibility may be explored for taking space in product specific hall to enable the concerned exporters to get a better response by putting their stall in relevant areas of the event.



ANUGA2017- VISITOR'S DATABASE

S.NO.	NAME OF THE COMPANY/ CONTACT PERSON	PRODUCTS
2	Joseph Abraham , Managing Director MULACKAL Handel GmbH Add: LaxenburgerStraBe365 Großmarkt Wien -Inzersdorf/Halle A3 1230 Vienna - Austria- Europe Phone: +43 1 33 43 508 Fax: +43 1 33 43 508 20 Mobile: +43 699 111 664 26 Email: joseph@mulackal.com	Basmati rice, sea food, ready to eat mango pulp, drinks & tea, and cashew nuts
4	Martin Boon, Sourcing & Development Manager Fair Trade Original Add: Multatulilaan 12, 4103 NM Culemborg The Netherlands Phone: +31 345 54 51 81 Mobile: +31 6 510 510 53 Fax: +31 345 52 14 23 Email: m.boon@fairtrade.nl	Processed food importer
5	S. Benjamin Prakash , Chief Strategy Director Kiwi Kisan Window Pvt. Ltd. Add: Dr. Kotthaus Str. 26 52351 Duren , Germany Phone: +49 2421 393053; +49 15237664202 ; +49 17636810776 Mobile: +91 9012662662 Email: konzept-prakash@t-online.de; prakash@kisanwindow.com; kiwi@kisanwindow.com	Organic Food
6	Naresh Phulwani, Managing Director Smartcart.ae Phone: 04-3539277 Mobile: + 971 50 451 5392 Email: naresh@smartcart.ae	Not mentioned

8	<p>Burcu ACIMIS, International Sales and Visitor Promotion Manager ANFAS Add: ANTALYA: PinarliBeldesi 07 110-Aksu /Antalya Phone: 0242 462 2000 Ext:122ISTANBUL:CobancesmeMah. Sanayi Cad. No.44 Nish Istanbul D Blok D:190 Kat:16 Pk:34196 Y.BosnaBahcelievler, Istanbul Phone:0212 213 3625 ANKARA: Gazi Mustafa Kemal Blv.No: 64/8 Cankaya/Ankara Phone:0312 229 7876 Mobile: +90 533 235 6455 Email:burcu.acimis@anfas.com.yr</p>	Not mentioned
9	<p>VinodHarie,Director The Spice Emporium Add:31 Monty Naicker Rd, Durban 4000,South Africa Phone:+27 82 779 7865; +27 31 332 5888 Fax: +27 31 332 8280 Email: Retail: vinod@spiceemporium.co.za Wholesale & Distribution: vinod@semart.co.za</p>	Wholesaler and retailer of quality whole, ground and blended spices, grains, lentils and beans, flour, basmati rice, oils, papad, pickles, incense and more
12	<p>Amar Choudhary, Senior Key Account Manager, SAARC Countries Verbruggen Add:Bouwerskamp 13 8301 AE EMMELOORD The Netherlands Phone: +31 6 33 64 07 00; +31 527 62 02 32 Email:info@verbruggen.nl; a.choudhary@verbruggen.nl</p>	Organic Food
13	<p>HalukCengiz , Senior Landesdirektor SektorEnergie Add: Headquarter: Im Mediapark8, 50670 Koln Phone:0221 46 78 14 00 Fax: 0221 46 78 14 99 Sales & Education Center: Von-Hunefeld-StraBe 1 , 50829 Koln Mobile: 01 72 - 6 81 59 98 Email:cengiz@sektor-energie.de</p>	Not mentioned

14	<p>Kapil Sharma Didi SATYA Western Food Add: Bonner Str.126 (Grobmarkt), 50968 Koln-Bayental Phone:+49 (221) 9345 8020-21 Fax: +42 (221) 9345 8022 Mobile:+49 (177) 3580 209 Email:info@satyawesternfood.de</p>	Frozen Foods
15	<p>VinayVermani IndischeGewurze Und Spezialitäten Add:Holtystebe 1 (EingangMarienstrabe) 30171 Hannover Phone: (05 11) 3 63 17 11 Fax: (05 11) 3 63 17 14 Email:vermani@t-online.de</p>	Grains & pulses
17	<p>S.Balachandar, Director Wondernut Coconut Bay , Alpine ImpexPvt. Ltd. Add: Jaya MW, 228/2/A- Maegahawatha, Delgoda, Gampaha, Sri lanka. Phone: +94 776500998; +91 9443311985 Email:bala@wondernut.net; vsbgin@gmail.com</p>	Coconut related products, processesor and exporter
18	<p>Nicolas Dolle, CEO P-A-Systems Add:Heilbronner Str.49 DE-73728 Esslingen am Necker Phone: +49 (0) 711 504 774 88 Mobile: +49 (0) 157 501 151 11 Email: .nicolas.dolle@p-a- systems.com</p>	Sales and distribution of drinks
19	<p>Petra Ray, Director Stamegna Retail Management Add: H-1013 Budapest, LanchidUtca 7-9 Phone: +36 30 296 4506 ; +36 1 78 46 642 Fax: +36 1 78 46 638 Email: retail@stamegna.eu</p>	Retail management

<p>20</p>	<p>AmanUppal, Head-International Markets Organic Inn, Welcome Groups GmbH GS Import & Export Sp. z.o.o Add: Al.Jerozolimskie 85 lok.21 02-001 Warszawa, Poland Phone: +48 729 490655; +49 174 2095010 Fax: 0049 69 9515 6669 Email: aman.welcomegroups@gmail.com Reliance Technocrats Add: F-294, Industrial Area phase 8-B, Mohali, Punjab 160059, India Phone: +91 8283923700 Email: aman.reliancetechnocrats@gmail.com</p>	<p>Fruits and vegetables: fresh/processed canned fruits and vegetables, cereals: Fresh/ Processed Frozen fruits and vegetables and ready to eat foods</p>
<p>21</p>	<p>Jesus ConesaUrrea Oleorresinas Mar Menor, S.L. Add: Ctra.Lo Romero Km.1, 30740 San Pedro Del Pinatar , Murcia- Spain Phone: +34 968 18 13 69 Fax: +34 968 18 39 48 Mobile: +34 609 610 590 Email: oleomar@pimenton.com</p>	<p>Paprika oleoresins and spices</p>
<p>22</p>	<p>Jose Nilavoor, Managing Director Josco Asian Food Trading GmbH Add: Senefeldergasse-7, 110 Wien Phone: +43 1 6004771 Email: ijoscovienna@gmail.com Add: Franz-Jonas-Platz-11 Top 3 , 1210 Wien Phone: +43 1 2711312 Email: joscovienna@gmail.com Mobile: 0043 699 1913 90 34</p>	<p>Organic and processed food</p>
<p>23</p>	<p>Bashir Parker, Purchase Manager Aleid Food Co. Add: P.O. Box 41081 Code No. 85851 Kuwait Phone: 24335300; 24335400 Ext:232 Fax: (00965) 24338216 Mobile: 97818368 Email: bashir@aleidfood.com</p>	<p>Baked food processors</p>
<p>25</p>	<p>Dian Melissa CV. Sunshinefood And Co. Add: Jl.GunungLumut No.80 , Padang SambianKelod, Denpasar , Bali 80117, Indonesia Phone: 085737416787; 085107131874 Mobile: 081 884 0864 Email: dmelissa@sunshinefood-bali.com</p>	<p>Spices</p>

<p>26</p>	<p>Nyetam Luc, Industry Expert / Chantal ElombatMbedey, Director Bureau De Mise A Niveau Des Entreprises Add: HEAD OFFICE: Nlongkak, Y aoun de- Cameroon , Behind the centre region governor's services, gendamerie entry AGENCY OFFICE : Akwa, Douala- Cameroon , Ideal Round about, SCI Diamare Building Phone: (+237) 242 131 620 ; (+237) 222 220 293 ; (+237) 699 906 703/(+237) 222 208 823 ; (+237) 677 742 382 Email: inyetam@yahoo.fr/ celombedey@yahoo.fr</p>	<p>Organic products</p>
<p>27</p>	<p>Y. Erol HALLAC, Sales and Marketing Representative CANTONI MARITIME AGENCIES S.A. Add: Ismet Inonu BulvariKlas Plaza No.70 B-Blok Kat:9 D:17 33050 Yenimahalle-Mersin , Turkey Phone: +90 324 237 50 50 Fax: +90 324 233 06 04 Email: erol.hallac@catoni.com.tr</p>	<p>Not mentioned</p>
<p>28</p>	<p>Hernan Chavez Saez ComercialAlisur LTDA Add: Pedro Mira 789, San Miguel, Santiago Chile Phone: +56 9 9050 9450 Email: hch@comercialsur.cl</p>	<p>Not mentioned</p>
<p>29</p>	<p>P. Saravanan (chief Executive) Vishnukumar Trading (L.L.C) Add: Shop No 5, Behind Alras Hotel, Al-Ras Market, Deira, Dubai, UAE Phone: +971505542965/ +919952095941 Email: marketing@vktuae.com</p>	<p>Food stuffs: imports and exports</p>
<p>30</p>	<p>Sabine Hardebusch Farmers Land Food GMBH Add: An der Pont 48, D - 40885, Ratingen Phone: +49021027402522 Email: s.hardebusch@farmersland.de</p>	<p>Fish</p>
<p>31</p>	<p>RiadhGader Groupement Des Industries de Conserves De Alimentaires Add: 77, Avenue TaiebMehiri, 1002 - Tunis, TUNISiE Phone: +21671782633/ +21628868751/ 9870425 Email: riadh.gader@gica.in</p>	<p>Processed food</p>

33	IljaRuvinskij. Kraus Ghendler Add: AachenerStrabe 1, D - 50674, Cologne Phone: +4922167770055 Email: ruvinskij@anwalt-kg.de	Fruits and vegetables
34	Hamdi Al Sughair Al-Zahraa Mills Add: Ammanm - Jordan Phone: +962795628324 Email: alzahraa.mills@gmail.com	Processed Meat & spices
35	FouedGueddich Agrigold International/ Sun Antipasti Add: Apt N. B02 Bloc B, Immeublel'etoile du nord, Centre Urbain Nord, 1003 Tunis Charguia Phone: +212621404404/ +21671948258 Email: agrigold@tunet.tn	Rice
36	Ulf Tietjen SuncatInteragro Add: 2531, Barmstedt, Germany Phone: +491717737849/ +49412385016 Email: u.tietjen@suncat-interagro.de	Organic products
37	Dr. Bettina Pabbel BioPressVerlag Add: Schulstrabe 10, 74927 Eschelbronn Phone: +49062264351 Email: bp@biopress.de	Organic tea & coffee, ecological products
38	Mr.LauBoonKeong Khong Guan Vegetable Oil Refinery SDN. BHD. Add: 4825, JalanPermatang, 13400, Butterworth, Penang Malaysia Phone: +60129896606 Email: bklau@kg-oils.com.my	Corn flour, custard powder, coconut oil, semolina, RBD palm, olein
39	Robert Sevecke Swiss Business Company GMBH Add: SchlossMuhlenhofWohlen, Bahnhofweg 17, CH-5610 Wohlen Phone: +410566119857 Email: robert@swiss-business-company.ch	Rice products
40	Johnny Chang Mercelandia e Bomboniere TOWA LTDA. Add: PCA Da Liberdade, 113 - Liberdade, CEP01503-010-Sao Paulo - SP - Brasil Phone: 01131054411/ 01131063349	Black seeds and basmati rice

	Email: johnny@mbtowa.com.br/ vendas@mbtowa.com.br	
41	Cindy Qian SMS GPC International Limited Add: 35/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong Phone: +85225931388 Email: qian.cindy@smsgpc.hk	Rice products
42	Varun Kumar Todi Reliance Group Add: Bagmati Chambers, Teku, Kathmandu, Nepal 10905 Phone: +9779802001376 Email: varuntodi@rgn.com.np	Not mentioned
44	BorutOdlazek ABK Marketing Inzeniringtrgovina Add: ABK, D.O.O, Spruha 13, 1236 Trzin, Slovenija Phone: 015644010 Email: borut.odlazek@abk.si	Mayonaise and pulp etc.
45	ZafarIqbal Khan Jan Burger Add: Jeddah, Khomra Phone: +966122900052 Email: z.khan@janburger.com	Coffee, burgers
46	NourNazem Prodway International Add: 26 roe Mioliis 75015 Paris, France Phone: +33623385167/ +33954284506 Email: n.najem@prodway.com	Meat products
47	Manavlar Buram Natural Bee Products Add: EgeMahallesi, KenanEvrenBulvari 101/5, Dalaman/ Mugla- Turkey Phone: +905524007387 Email: yunusmanav@burambal.com.tr	Rice products
49	Pier Paolo Berti DB Schenker Add: SchenkerItalianaS.p.A, Via de Marinin, 1, Torre WTC - 2 piano, 16149 Genova - Italy Phone: +393355993305/+390106598443 Email: pierpaolo.berti@dbschenker.com	Takes care of export from India to Italy. Food & beverage

51	Lakshay Pal JN Import Export Add: Papenreye 11, 22453 Hamburg, Germany Phone: +905524007387 Email: Lakshay@JNimport.com	Import and export of processed food
52	Bjorn Thumas Tomra Sporting Solutions Add: Research Park Haasrode 1622, RomeinseStraat 20, 3001 Leuven, Belgium Phone: +3216741984/+32473923213 Email: bjorn.thumas@tomra.com	Export food industry equipment
53	RomualdHolod Art Holod Add: Phone: +79057860525 Email: info@art-holod.com	Frozen fruits and vegetables
54	FlorentinaBardan ECRM Add: ECRM Headquarters, 27070 Miles Road, Suie A, Solon, OH 44139 Phone: 4403651447 Email: fbardan@ECRM.MarketGate.com	Not mentioned
55	WasitaOnjub Tipco Add: Tipco Tower 118/1, Rama 6 Road, SamsenNai, Phayathai, Bangkok,Thailand Phone: +66952051937 Email: wasita@tipco.net	Juices
56	KunalSaigal Enovado Add: Scharnhorststr. 24, 10115 Berlin, Germany Phone: +4917634366795/+919181631319 Email: ks@enovado.com	FDI in India
57	InigoCanedo Arum International Food & Wine Strategies Add: Jorge Juan 37 - Bajo Of. 28001 - Madrid, Spain Phone: +34915774582 Email: arum@arumsl.es	Tea, rice & spices
58	Glen Cox Food Processing Solutions Add: Level 1, 4/194 Whitehorse Road, Blackburn VIC Australia 3130 Phone: +61417361832/+917337357701 Email:	Consulting, design, trading & sourcing

	glen@foodprocessingsolutions.com.au	
59	Anuj Kumar Lamba Global Foods Trading Spain S.L Add: C/11, No. 17-19, Pol. Industrial Pratense, 08820 El Prat de Liobregat, Barcelona, Spain Phone: +34677534870 Email: anuj@gftonline.es	Basmati Rice
60	Vertrieb KRL International Trading GmbH Add: HeiligenstadterLande 29/2.OG 1190, Vienna, Austria Phone: +4369910836853 Email: vertrieb@krlinternational.at	Trading House
62	Bastian Ruenz Black Pearl Capital Add: 15 rue Ami-Levrier, CH-1201 Geneva, Switzerland Phone: +41229069987 Email: bastian@blackpearlcap.com	Fish and meat products
63	AnujBehl Global Foods Trading Spain SL Add: Teleport Towers Kingsfordweg 151, 1043 GR Amsterdam, The Netherlands Phone: +31659133254 Email: abehl@gftonline.nl	Basmati Rice
64	Paolo Mascii FLLI Lombardi Srl Add: Via Franco VannettiDonnini 47, 59100 Prato Phone: +393393872805/+390574790803 Email: masciipaolo@gmai.com	Spices
66	Mohan Sankaran Summit Trading Co. LLC Add: 2390, Abu Dhabi, UAE Phone: +971504413524 Email: mohan@summit.ae	Meat Products
67	Alain Moron Traditional World Foods Add: 44 a 48, Avenue de la Marne - BP 154 Phone: +333207699595 Email: alainmoron@twf.fr	Processed and preserved food

68	Rocio Palma Perez European Supermarket Magazine Add: Madison Publications Ltd, Adelaide Hall, Adelaide Street, Dun Laoghaire, Co Dublin, Ireland Phone: +35312365845 Email: rocio@esmmagazine.com	Processed food Media
69	Isaac Nana Eshun N&A Add: K-130, Kwesimintin-Takoradi, Ghana Phone: 004915210261995 Email: isaacnaneshun@yahoo.de	Rice, cereals, pulses and grains
70	RiadRebbadj Almat Trading Add: Rue D'Italie 11 - CP3054, 1211 Geneva 3, Switzerland Phone: 0041788098658 Email: almat.trading@gmail.com	Peanuts
73	Patrick Rossi Manitoba SRL Add: Via Delmoncello 9-26037, San Giovanni in Croce Phone: +393385088511 Email: patrick.rossi@manitobasrl.com	Milletts & peanuts
74	Muhammad Mujeeb BismillahSehla Processing Plant Pvt Ltd Add: 40-B, First Floor, Commercial Sector C, Bahria, Town, Lahore Pakistan Phone: +923004001812 Email: bismillahrice@hotmail.com	Rice millers and exporters
75	N. Hemachandran Naandamm International FZE Add: AM Office E1 - 282H, Zone : Al Swan, Plot 4, Amberjem Tower E1, Ajman - UAE Phone: +971551943866 Email: naandemmintl@gmail.com	Cakes, biscuits, cornflakes
76	Elias Obeid Intermarkets International Marketing Australia Add: 73 Link Drive, Campbellfield, 3061, Victoria Australia Phone: +61393570002/+61419362962 Email: elie@intermarkets.com.au	Juice fruits and Jams

77	Sanjay Tambe Indien Institute EV Add: Maximillanstr., 42, 80538, Munchen Phone: +491712289611 Email: www.indien-instut.de	Not mentioned
78	Frank Hollander BestPartner Food group Add: Postbus 80,5140 AB Waalwijk, Duikerweg 5D, 5145 NV Waalwijk Phone: +31653127776 Email: fhollander@bestpartner.nl	Basmati Rice
79	Nina Khade Simano Foods Add: Simano Foods Ltd, Pasco House, Makerfield Way, Ince, Wigan, WN2 2PR Phone: +441942493220 Email: nina@simanofoods.com	Rice, spices & vegetables
80	Yossi Mussafi Pili Nuts Add: 82, Nahalat Benjamin St, Tel Aviv, 66525, Isreal Phone: +972505523810/+97236827424 Email: yossi@mussafi.com	Nuts and Mango pulp
81	Nina P. Maypa Blaine Food Corporation Add: Brgy., 14, Governor's Drive, Bo. Bancal Carmona, Cavita, 4116, Philippines Phone: +632584425657/+632584425960 Email: nina.maypa@blaine.group.com.ph	Spices
83	NurhussienMudesir N.Mudesir Import & Exort Eth Add: Piazza Chercher AVE, Mext to lice Ffrance School, Addis Ababa - Ethopia Phone: +25191120060/+251911508401 Email: nmudesir@icloud.com/ nmudesir@gmail.com	Manufacturer, importer, explorer and wholesaler of Spices, chilli
84	Victor Hao LiochengHaotian Food Enterprise Add: 159, Dongchang Road, Liaochengshandong China Phone: +866358517766/+8613606358210 Email: haotian-food@haotianfoods.com	Rice, mushroom and berries

85	<p>Jason Gentile Natural Sourcing International LLC Add: 17031 Ventura Boulevard - Encino, CA 91316 USA Phone: +8184482895/8183063597 Email: Jason@nsi-grp.com</p>	Spice and turmeric
86	<p>Nattinee Tirachot GCF International CO., LTD Add: 222/1 Soi Thana Tower Jaransanitwonng Road, Bangyikhan, Bangplad, Bangkok 10700 Thailand Phone: +6628832105-27 Email: natalie@gcfood.com</p>	Dry fruits and coffee
87	<p>Ittipong Ratianan CP Interfood Thailand Co Ltd Add: 36, 4th Floor, Ramintra Road, Minburi, Bangkok 10510, Thailand Phone: +6620355433 Email: ittipong.rat@cp.co.th</p>	Spices
88	<p>Nisrine Bark Noor International S.A.S.U. Add: Immeuble ACCET, 2, Esplanade de la Gare, 955110 Sannios - Paris lie de France Phone: +33646890224 Email: nisrine@noor-international.fr/ noor-int@hotmail.com</p>	Rice
89	<p>Asad Ali Khan ABC Global Resources LLC USA Add: 252, Nassau Street Princeton, NJ 08542 USA Phone: 16093562893 Email: asad.abcglobal@gmail.com/ info@abcglobalsources.com</p>	Spices, rice & sugar
90	<p>Juan Jose Ortiz MargonzinaProjinvert SL Add: Av L'eramprunya, 7 Plt. 4, 08850 Gava (BCN) Phone: 607906034 Email: jjob72@gmail.com</p>	Grains
91	<p>Kawaljeet Singh SK Rice Group Co. Add: Thailand Phone: +919601488888/+911145872888 Email: kawal@skricegroup.com</p>	Rice
92	<p>MalvikaKapoor Risque Add: Londono, Lagos, Phone: +919619268771/ +447789504005 Email: be.risque01@gmail.com</p>	Not mentioned

93	<p>RanjitKhamba Panesar Foods Add: Unit 2, Cliff Drive, Ocker Hill, Tipton, West Midlands DY4 0PZ Phone: +447814092149 Email: ranjit@panesarfoods.co.uk</p>	Spices and rice
94	<p>Elliot McDowall Osprey Foods Interenational Ltd Add: Holt Woodlandss, Hempstead Road, Holt, Norfolk, NR25 6DG, England Phone: +447765406390/ +441263710155 Email: elliottmcdowall@ospreyfoods.co.uk</p>	Meat products
95	<p>Shivram Kakkar Royal India Express Food UG Add: Billstr. 104, 20539, Hamburg Phone: +491739113342/+494049203625 Email: info@india-express-food-de</p>	Wholesale in rice, spices, organic food, non-food groceries
96	<p>Atul Jain P&B Foods Limited Add: Prologis Park, Newhall Way, Bradford BD5 8LZ Phone: 07581182739/ +441274660118 Email: atul@pbfoods.co.uk</p>	Spices, Exporters of international foods
97	<p>Raad Salman Global Reach Consulting Ltd. Add: Phone: 44208797791/ +447719034197 Email: aljuboury@gmail.com</p>	Rice, sugar, tea, salt, grain, Lentils, flour, tomato, Powder milk, oils &puries
98	<p>Michael Costain FM Global Ltd Add: Unit 410, Metal Box Factory, 30 Greaat Guildford Street, London, SE1 OHS Phone: +442037355960/ +447930944147 Email: michael.constain@foodmatterslive.com</p>	Food and drinks
99	<p>Steve Cooper UK Food Exports Add: Phone: +441229837873/ +447734788897 Email: stevecooper@ukfoodexports.co.uk</p>	Processed Foods

101

YogeshAmoroo

Enterprise Mauritius

Add: 7th floor, St. James Court, St
Denis Street, Port Luis, 11328.,
Republic of Mauritius

Phone: +2302129760/
+23057159264/ +2302137761

Email: yogesh.amoroo@em.intnet.mu

Organic Foods



India Trade Promotion Organisation



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TASTE THE FUTURE

COLOGNE 07. – 11.10.2017

**OUTDOOR BRANDING REPORT,
AT ANUGA 2017**



OUTDOOR BRANDING REPORT AT ANUGA 2017

EVENT REPORT

Name of Event: ANUGA 2017

Sector – Food and beverage

Participation from India: Agricultural and processed food products, Tea, Coffee, Spices, Cashew, Oilseed and Produce

Stakeholders involved: Department of Commerce, Ministry of Food Processing Industry, APEDA, Tea Board, Coffee Board, Spices Board, IOPEPC, CEPC, IBEF

IBEF Branding Approach:

- 1) Onsite Branding
- 2) Outdoor branding
- 3) Knowledge Kit
- 4) Digital branding

Onsite branding:

India was participating as partner country at ANUGA 2017. The India pavilion was booked in two halls – Hall 11.3 (Fine Food) and Hall 7.1 (Beverages). To ensure maximum mileage from the event, IBEF contacted the event organisers for the best possible branding sites available at the North gate, as well as the south gate, considering close proximity to the two halls.

Once IBEF made a preliminary selection, the Embassy of India was contacted in Frankfurt, which organised a recce of the site. Based on the recce, the following branding sites were selected:

	Advertising Space	Dimensions	Quantity
1.	Advertising Board Entrance South - outside Balustrade (right half)	37,62 x 1,00 m	1
2.	Advertising Board Entrance South - inside Balustrade (left inside staircase)	22 x 1,00 m	1
3.	Illuminated Frame, Passage 10-11, Hall 11.2, Left (East Entrance)	1,5 x 5,00 m	1
4.	Illuminated Frame, Passage 10-11, Hall 11.3, Right (East Entrance)	4,00 x 4,560 m	1
5.	Window Space Piazza Restaurant Passage 10-11 (4 Panel Nos. 5,6,7,8)	4 x 1,29 x 1,27 m	1
6.	Window Space Piazza Passage 10-11	4 x 1.47 x 1.35	2*
7.	Window Space North Boulevard towards Middle Boulevard (9 panels on the right)		9
8.	Banner, Entrance to Hall 7, 5m x 5 m		1
9.	Entrance North, Outside Banner, between 2 pillars, Banner No. 6	6x6 m	1
10	Wallspace above Window staircase passage 10-11	5 x 2.5 m	1

Branding route:



India was being represented at the event by agricultural and processed foods, tea, coffee, spices, oilseeds and produce and cashew sectors, led by respective councils/boards. IBEF initially developed creatives through its agency that focused on promoting India's strengths as an exporter of these products. The overarching brand positioning was – Indian Food & Beverage Industry – Delighting Global Palates. However, with the feedback of the MoFPI, the positioning was adapted to present India's strengths across the value chain – farming, processing, exports, etc. After brainstorming with the agency, the positioning was changed to India – One of the world's fastest growing economies. Individual sectoral creatives were also developed to showcase the respective strengths of participating sectors.

Impact of onsite branding:

IBEF's targeted branding with the invaluable assistance of the Embassy of India in Frankfurt covered most of the prominent sites including the south entrance, north entrance, entrances to hall number 11.3, hall 7.1 and in the passageway between Halls 11.3 (agriculture and processed foods, oilseeds and produce, spices and cashew) and 7.1 (tea and coffee). This ensured huge visibility for India's presence at the fair and helped bringing good traffic to the India Pavilion.





Entrance (South)



Entrance (North)



Entrance 10-11 (Hall 11.2)



Entrance, Hall 10-11



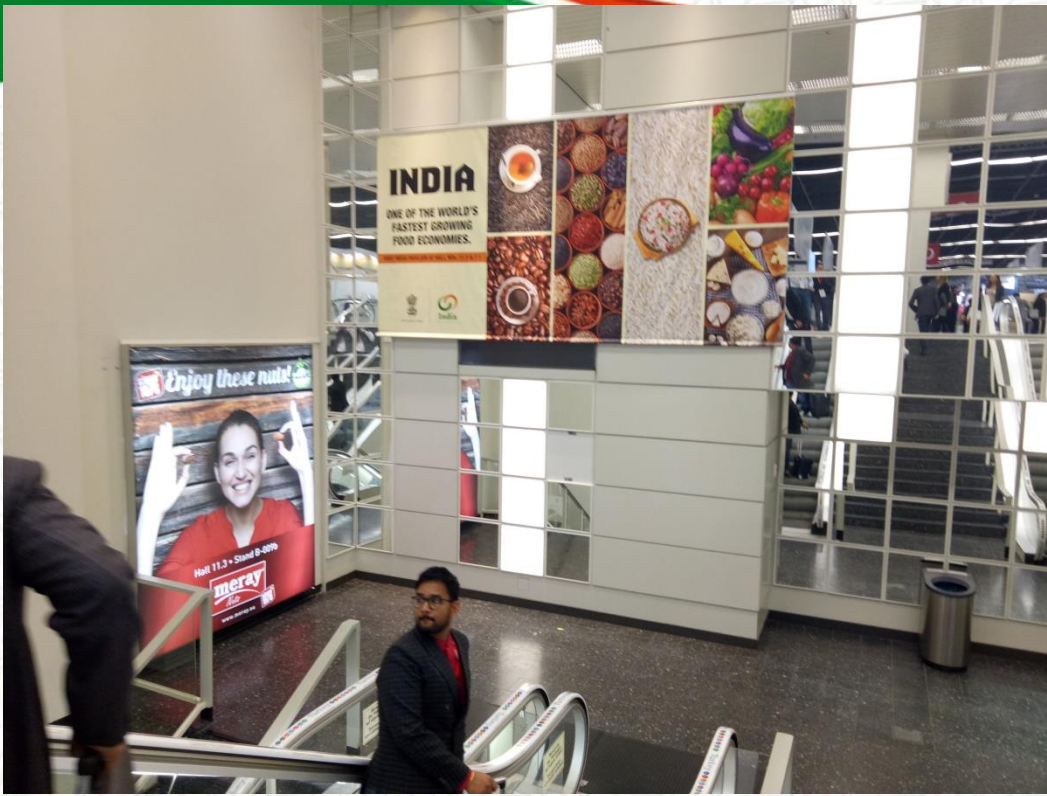
Restaurant near entrance to Hall 10-11



Passage- Hall 11.3-Hall 7.1



Entrance Hall 7.1 (Tea and Coffee)



Wallspace above Window staircase passage 10-

Outdoor branding

After discussion and budgetary approval from MoFPI, IBEF took up outdoor branding at Cologne and Dusseldorf Airport during the week leading up to the event, with a dual focus of promoting India's presence at ANUGA 2017 and the upcoming World Food India in November in New Delhi.

City	Medium	Calendar week	Exposure Period
Cologne	Roadside Screens	40	02.10. - 09.10.2017
Cologne	Infoscreen	40/41	07.10. - 11.10.2017
Düsseldorf	AD Walk / Gate A / arrivals	40	02.10. - 08.10.2017
Düsseldorf	AD Walk / Gate B / arrivals	40	02.10. - 08.10.2017
Düsseldorf	AD Walk / Gate C / arrivals	40	02.10. - 08.10.2017
Düsseldorf	AD Walk / Gate A / departures	41	09.10. -15.10.2017
Düsseldorf	AD Walk / Gate A / departures	41	09.10. -15.10.2017
Düsseldorf	AD Walk / Gate A / departures	41	09.10. -15.10.2017

payment in advance



Dusseldorf Airport



Infoscreen, Cologne



Roadside screen, Cologne

Knowledge Kit: IBEF created a customised pen drive for the event that included information on each participating sector, along with an exclusive fact book on tea, coffee and spices of India. In addition, IBEF prepared a special issue of its India Now Business and Economy magazine focussing on sectors participating at ANUGA.

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BUSINESS AND ECONOMY

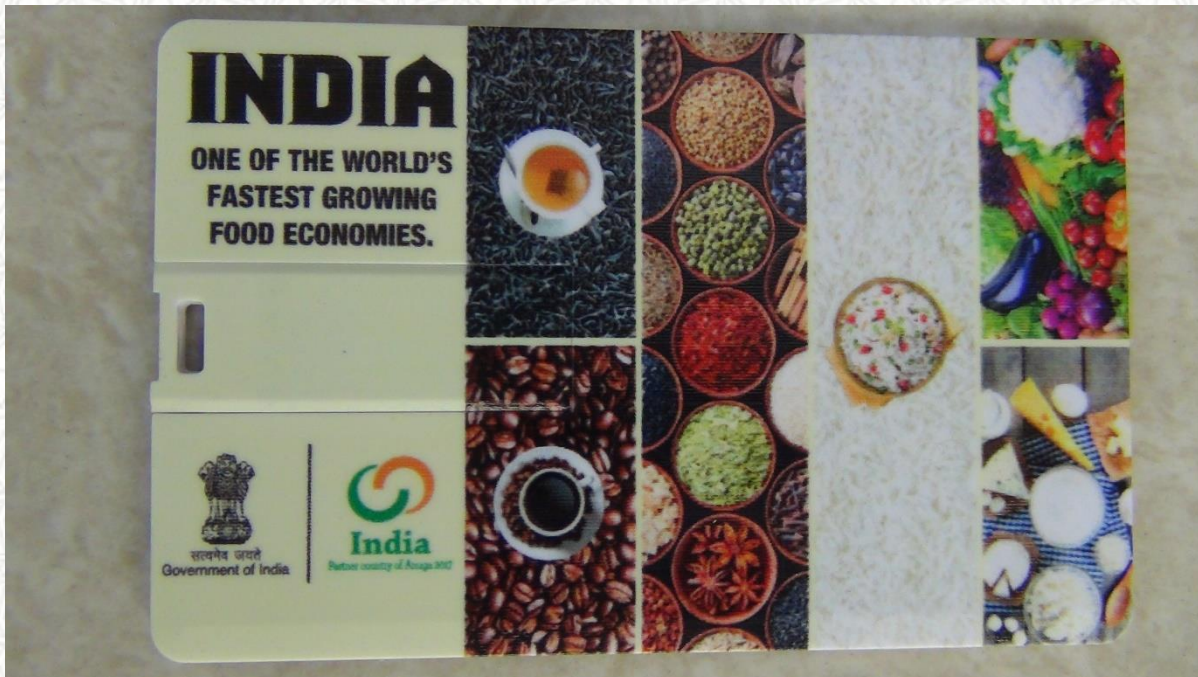
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AUGUST-SEPTEMBER 2017



ON A GLOBAL STAGE

INDIA, PARTNER COUNTRY AT
MSV BRNO ENGINEERING EXCELLENCE
ANUGA, COLOGNE DELIGHTING GLOBAL PALATES





Digital marketing:

IBEF created a special page for India's participation at ANUGA on its website, and prepared content for the page in collaboration with the councils/boards. Furthermore, a social media campaign was executed to ensure a strong impact on the online medium.



Broad metrics for the impact on digital medium as a result of the campaign are as follows:

Campaign	Clicks ?	Impr. ?
Anuga 2017_Display	58,998	17,815,822
Anuga_Search	3,590	139,763
	62,588	17,955,585



Learning points from the branding campaign:

Based on our experience at ANUGA, we recommend the following:

- 1) Branding has to be consistent in terms of look and feel for the pavilion and venue branding. In that regard, better coordination must be ensured between the pavilion design and the creative agency doing venue branding.
- 2) Since there are multiple sectors participating, devising a common branding for all is a challenge. We suggest that all councils/boards come together with IBEF and have a detailed discussion to build consensus on the branding approach going forward. Ideally, we should have some common branding elements that remain consistent across fairs (irrespective of IBEF's participation). This will ensure greater impact and better recall for our messaging on India.
- 3) The option of holding a press conference can also be explored by IBEF for such events to ensure greater mileage. For that, councils/boards have to specify well in advance the messaging they would like to communicate, any specific announcement(s) to be made for the particular market, spokesperson (s) for the media, etc. Alternatively, we can also try and arrange some interviews through the local embassy in prominent media.