

APEDA Pavilion at World Food India 2024 showcases India's diverse agri-food offerings

Initiative to expand market access for Indian agricultural and processed food products

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The Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry, has set up 'APEDA Pavilion' at World Food India 2024 organised by the Ministry of Food Processing Industries at Bharat Mandapam, New Delhi. The Pavilion was inaugurated by Additional Secretary, Department of Commerce, Shri Rajesh Agrawal in the presence of Chairman, APEDA, Shri Abhishek Dev, senior officers of APEDA, several importers and exporters, amongst other stakeholders.

APEDA is leading India's efforts to showcase diverse food product offerings including fresh produce, processed foods, organic products, and alcoholic beverages at the event scheduled from September 19-22, 2024.

Shri Abhishek Dev signed and exchanged a Memorandum of Understanding (MoU) with, Chairman, LuLu Group International, Mr Yusuffali MA for the promotion of Indian Horticulture Produce to Middle East Markets and across the Gulf Cooperation Council (GCC) countries. This strategic partnership aims to promote Indian horticulture produce in international markets through LuLu Group's expansive network of hypermarkets and retail outlets spread across the world. This is a key milestone for Indian Horticulture exports globally.

The APEDA Pavilion in the Exhibition Hall (Hall No. 3) at Bharat Mandapam is hosting 155 exhibitors from across 25 States and 3 Union Territories (UTs) of India at this three-day extravaganza. Prominent participants include states such as Maharashtra, Tamil Nadu, Uttar Pradesh, Madhya Pradesh, Gujarat, Haryana, Punjab and Karnataka. Key sectors being showcased include Fresh Fruits & Vegetables, Processed Foods & Value-added Products, Basmati Rice, Animal Products, Cashew Nuts, Geographical Indication (GI) Products, Organic Products and Alcoholic Beverages.

APEDA has invited prominent international buyers from approximately 80+ countries. The Reverse Buyer-Seller Meet (RBSM) is facilitated through an app-based appointment system for B2B meetings, providing a platform for Indian exporters to interact directly with buyers, importers, and international trade representatives. About 1000 B2B meetings were conducted today alone and 3000 are scheduled for the next three days between importers, aggregators, Farmer Producer Organisations (FPOs), Farmer Producer Companies (FCPs), innovators, and agripreneurs.

Fresh and Processed Food Products, Basmati Rice, Millet-based Products, Organic Products, and GI-tagged items are prominently displayed at the Pavilion. Brands like HMA Agro, Millet Magic Foundation, Jasmer Foods, Bassilia Organics, House of Himalayas, All India Cashew Association, Indian Institute of Packaging, Vattam Agro & Dairy Industries Pvt. Ltd., Magnum Foods & Snacks Pvt. Ltd., and Kamdhenu Enterprises, amongst others are showcasing unique products.

A special gallery, GI Product Gallery dedicated to India's prestigious GI-tagged products, which hold immense significance in global markets, are part of the APEDA pavilion.

Attendees can also witness live cooking demonstrations and taste a variety of Indian delicacies made from the showcased products. Interactive Projection Mapping and Anamorphic 3-D Animation Video Wall have been set up to creatively showcase APEDA's Major Agricultural & Processed Food Products offerings across the length and breadth of the country to international buyers and sellers.

Sector specific Knowledge Sessions like a Workshop on "India's Organic Pathway: From Farm to Global Tables: Enhancing Market Linkages for India's Organic Offerings" and a Seminar on "Raising the Bar: Exploring Opportunities for Indian Alcoholic Beverages in Global Markets" are also being organised at the Pavillion.

APEDA's participation at World Food India 2024 aims to bolster India's agricultural exports, open new markets, and enhance India's reputation as a leading producer and exporter of diverse and high-quality agricultural food products globally.

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