Report

On

Exclusive North East Products Market Promotion Programme in Dhaka, Bangladesh (4-5 March 2018)







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LIST OF OFFICIALS

- 🖊 Ms. Sunita Rai, Asst. General Manager, APEDA Regional Office, Guwahati, Assam
- 🖊 Mr. Surender Pal, Asst. General Manager, APEDA, New Delhi

Exclusive North East Products Market Promotion Programme in Dhaka, Bangladesh

The Agricultural and Processed Food Products Export Development Authority (APEDA) in association with the Indian High Commission, Dhaka, Bangladesh, supported by Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Indian Bangladesh Chambers of Commerce and Industry (IBCCI) had organised a two days market promotion programme from 4th to 5th March 2018, particularly focussing products from the North East Region to provide a platform for the exporters from India to extend their business interest. A total number of 14 exporters from India participated from India including exporters from North East. APEDA officials who organised the event were Ms. Sunita Rai, Asst. General Manager and Mr Surender Pal, Asst. General Manager.

India and Bangladesh share a special relationship which is rooted in a common cultural heritage and by common aspirations of the people. These relations have witnessed a substantial upswing over the past decade overcoming several challenges. Bangladesh is also one of the largest importers for Indian produce.

The export of agricultural and processed foods to Bangladesh during the year last 3 years is valued at 1,134.74 US\$ Mill, 585.2 US\$ Mill and 395.42 US\$ Mill (**Fig1.**) The main products imported by Bangladesh from India includes Fresh fruits & vegetables, Onions, cereal preparations, basmati, non basmati rice, maize, dairy products, pulses, natural honey, dried & preserved vegetables, groundnuts etc.

The focused products from India in the two days Buyer Seller Meet were products ranging from fresh fruits and vegetables, processed products, basmati and non basmati rice, biscuits and bakery products, honey, dairy products, boneless buffalo meat etc.

Advantage India

- Seasonality of produce
- Availability of products in volume
- Price competitiveness
- Adherence to Quality & Food Safety

India as a reliable supplier

- Wide variety of Fruit and Vegetable Basket
- Availability for most part of the year, for most fruit and vegetables
- Economies of Scale, due to large production base
- Well established supply chain, from farm to port
- Well established network of organizations, ensuring Quality
- Market access to many countries

Trade Statistics

India Export of Agro Food Products Country Report/Product Group Wise

Value in Rs. Crore & US\$ Mill Qty In MT

Country: Bangladesh

	2014-15		2015-16		2016-17	
				US\$		US\$
Product	Qty	US\$ Mill	Qty	Mill	Qty	Mill
Fresh Onions	4,56,734.50	127.71	4,22,075.65	145	8,46,869.86	145.83
Other Fresh Fruits	85,258.66	29.96	1,02,967.27	45.75	1,02,966.73	38.54
Cereal Preparations	11,052.12	39.06	10,122.81	35.44	10,544.56	34.73
Non Basmati Rice	12,68,342.81	450.07	3,25,050.18	134.1	82,688.19	29.82
Miscellaneous Preparations	5,364.17	23.55	5,885.46	21.14	7,599.59	27.58
Maize	3,63,950.53	89	1,85,877.02	51.18	36,337.77	20.72
Other Fresh Vegetables	24,785.73	7.58	17,218.83	9.97	47,891.92	19.12
Dairy Products	10,490.32	36.89	5,359.84	14.61	7,092.68	18.59
Fruits & Vegetables Seeds	5,329.58	9.08	5,683.92	12.05	6,952.87	15.7
Fresh Grapes	3,562.02	2.14	8,786.02	5.45	38,358.82	15.62
Wheat	11,23,304.18	311.58	3,78,600.00	93	37,270.00	9.1
Pulses	373.33	0.18	2,244.44	2.14	2,470.13	3.91
Cocoa Products	382.45	0.96	840.21	1.81	1,124.08	3.88
Other Processed Fruits & Vegetables	4,373.46	1.76	2,715.09	2.23	11,909.91	3.58
Basmati Rice	818.1	1.04	745.25	0.88	1,657.66	1.81
Natural Honey	357.01	0.77	516.67	1.17	717.45	1.49
Jaggery & Confectionery	536.92	0.73	723.89	1.08	1,115.06	1.24
Dried & Preserved Vegetables	505.57	0.52	662.82	0.79	918.29	1.09
Groundnuts	313.74	0.4	1,616.00	1.99	717.5	0.85
Other Cereals	806.5	0.28	1,601.43	0.59	2,229.32	0.83
Buffalo Meat	0	0	0	0	166	0.42
Fresh Mangoes	2,475.33	0.78	46.3	0.01	1,158.20	0.4
Mango Pulp	251.91	0.21	142.73	0.13	301.22	0.22
Floriculture	272.08	0.09	299	0.24	78.58	0.14
Milled Products	238.06	0.09	15,538.66	3.85	372.37	0.12
Guargum	529.02	0.15	26.5	0.07	16.73	0.04
Alcoholic Beverages	4.3	0.1	499.23	0.53	10.8	0.03
Cucumber and Gherkins(Prepd. &						
Presvd)	0	0	0	0	7.59	0.01
Poultry Products	0	0	0	0	2.46	0.01
Walnuts	0.12	0	0.34	0	2.06	0
Albumin(Eggs & Milk)	1	0	0.09	0	0.76	0
Casein	10.75	0.06	0	0	0.21	0
Total	33,70,424.27	1,134.74	14,95,845.65	585.2	12,49,549.37	395.42

Source: DGCIS Annual Export

Inaugural Ceremony of the Market Promotion Programme in Dhaka, Bangladesh

The Indian Agro products Buyers-Sellers Meet was inaugurated by His Excellency, M.A Mannan, Hon'ble State Minister, Ministry of Finance, Govt. of the People's Republic of Bangladesh as the chief guest along with the Indian High Commissioner of India to Bangladesh, Dhaka, HE Harsh Vardhan Shringla in presence of Shri Md. Shafiul Islam, President, FBCCI and Mr. Abdul Matlub Ahmad, President IBCCI.

In her welcome speech, Ms. Sunita Rai, APEDA welcomed the Chief guest, other dignitaries, exporters, importers, business/trade community from Bangladesh asserting on the fact the BSM will provide an opportunity for the business community from India and Bangladesh. She highlighted on India's strength and special relationship India shares with Bangladesh. She emphasized on the fact that agriculture is the primary source of livelihood for about 58% of India's population, with 180 million hectares agricultural land, contributing to 16% of GDP & 12% of export earnings. India is the second largest producer of many fruits and vegetables, it ranks first in fruits like mango, banana production etc. It also ranks 1st in milk production. The country possesses 15 major climates and 46 soil types in the world. The country is among the 10 leading exporters of agricultural products in the world, with emphasis on Food safety and quality assurance by implementation of food safety law in 2006 through FSSAI. India is giving strong emphasis on the development of agriculture, including the livestock sector, to increase food production and doubling the farmers' income through exports of agricultural products in the world.

The Chief guest HE MA Mannan, in his speech exhorted that India has been a very close friend of our country for years. He also mentioned that Guwahati, an Indian state is a rising economy and Bangladesh can do well in that market.

Speakers from Bangladesh have voiced their requirement for technical support in the agricultural sector in Bangladesh so that local demand of agricultural resources can be met through development. The local business sought Indian Cooperation in food processing with technical support to set up cold storage for preservation of agro-products, standard quality maintenance packaging, preservation and transportation in Bangladesh.



(From Left to Right Shri Shafiul Islam, president FBCCI, HE Shri Hasrhvardhan Shringla, High Commissioner, HCI, Dhaka, HE, Shri MA Mannan, Finance Minister, Govt. of the People's Republic of Bangladesh, Shri . Abdul Matlab Ahmad, IBCCI President, APEDA AGMs Sunita Rai & Surender Pal)



((From Left to right, president FBCCI, Indian High Commissioner, Dhaka, His Excellency, Finance Minister, Govt. of the People's Republic of Bangladesh, President, AGM APEDA Sunita Rai)



(Participants from India)



(Interaction with the exporters)



(Visit to the BSM booths)



(Interaction with the participants)



(Interaction with the participants)



(Registration of Buyers)



(One to One interaction: Buyer-Seller)



(Business to Business)

Market visit to super market in Dhaka, Bangladesh

In order to understand the products imported by Bangladesh and the product matrix, the exporters was taken to fruit and vegetable market and super markets to have a firsthand view of the available commodities in the market.



(North East exporters trying to assess the quality of fresh ginger)



(Interaction with the exporters)



(Rice exporters trying to understand the rice variants)



(Processed Food Exporters trying to understand the various imported processed food products at the store)



(Participants after the Market Visit)

Response of the BSM, Bangladesh

Total Number of Indian Exhibitors:

Business Generated/negotiated:

Out of 17 confirmed exporters, 14 exporters participated in the BSM (3 exhibitors could not attend due to personal reasons). Booths were made for these participating exporters to display their products.

At the preparing of this report on 31.03.2018, all the participating exporters have received various queries, order deals which are in the final stage.

M/s Y Cook India Private Ltd, Bangalore have send their first consignment of ready to eat corn etc to Dhaka, Bangladesh.

Root Trade Corporation, Bangladesh requires rice, red chilli, ginger, garlic, basmati would like to import worth 100 crores Bangladeshi takka from India.

Exporters from North East region have also received orders for fresh ginger, oranges, chillies, onion, rice.

M/s Green Valley Rice Tech Pvt Ltd, Assam order is in final stage. As part of the negotiation, 3 Bangladeshi importers visited the rice unit in March via land route through Dawki, for which necessary visa facilitation was extended by the High Commission India, Dhaka, coordinated by APEDA.

Similarly based on the feedback from the participating exporters, all were of the opinion that Bangladesh is a good market and for their business orders to mature will take some time.

Number of Buyers visited:

Around 130 visitors/buyers/traders

Products of interest

The buyers were interested in sourcing the following commodities.

- Fresh fruits & vegetables
- Basmati & non basmati rice
- Fresh Onions
- Processed foods like Ready To Eat corns etc
- Other processed foods
- Spices
- Some buyers evinced interest to source medicinal & aromatic plants particularly aloevera extracts.

The overall response of the buyer seller meet at Bangladesh (Dhaka) was very good and a good footfall of the buyers has been seen during the course of the BSM.

List of exporters who participated and exhibited their products

Sl. No.	Name of the Exporter
1.	AASRAY CONCEPT FOODS, AMINGAON, ASSAM
2.	AMBROSIA INDUSTRIES, DAGAON, ASSAM
3.	BARMAN INTERNATIONAL, GUWAHATI, ASSAM
4.	MAISHAH INTERNATIONAL PVT LTD, GUWAHATI, ASSAM
5.	GREEN VALLEY RICE TECH PVT LTD, ABHOYPUR, ASSAM ASSAM

6.	KLA INDIA PUBLIC LIMITED, RUDRAPUR, UTTARAKHAND
7.	Y-COOK INDIA PRIVATE LTD, BANGALORE, KARNATAKA
8.	NATURAL CONDIMENTS & FRUITS COMPANY, KOLKATA, WEST
	BENGAL
9.	RISHABH INTERNATIONAL, PANEPAT, HARYANA
10.	CRUSHERS FRUIT JUICE COMPANY, KOLKAT, WEST BENGAL
11.	KLA FOODS INDIA LIMITED, RUDRAPUR, UTTARAKHAND
12	BHARAT AGENCIES, NAGPUR, MAHARASHTRA
12.	BHARAT AGENCIES, NAGFUR, MAHARASHTRA
13.	RALLI SINGH PVT, KOLKATA, MAHARASHTRA
14.	GURUJI THANDAIWALA PVT LTD, KOLKATA, WEST BENGAL

Recommendations:

- 1. Market Promotion programme to neighbouring countries like Bangladesh, Myanmar, Nepal, Bhutan may be done on regular basis to promote exports from India, particularly from the North East Region (NER).
- 2. We may repeat Market Promotion Programme to Bangladesh encouraging more exporters from the NER. If possible, some form of incentives may be given to participating exporters from North East to encourage these exporters since many of the exporters from NER are 1st generation exporters.

News Clippings of the Programme









'Technical support will pave way for agricultural development'

Rafikul Islam

Speakers at the Indian Agro Products Buyers-Sellers' Meet 2018 have voiced their requirement for technical support in the agricultural sector in Bangladesh so that local demand of agricultural resources can be met through development.

The demand came up at a cere-mony held at the Pan Pacific Sonargaon Hotel in Dhaka on Sunday

The ceremony was organized by the Agricultural and Processed Food Products Export Develop-ment Authority (APEDA) under the Indian Ministry of Commerce Industry, in association with the High Commission of India and supported by FBCCI and IBCCI. The speakers praised the initiative and inaugurated the program by cut-ting a symbolic ribbon.

The two day-long program is taking place at the Meghna Hall of Pan Pacific Sonargaon Hotel in Dhaka from March 4 to 5 (10am to 6pm).

Abdul Matlub Ahmad, presi-dent of the Indo-Bangla Chamber of Commerce and Industry (IBCCI) said: "We can produce many agri-cultural products, but we do not have the necessary technical support in the sector here.

"If we get the support, we can fulfil the country's demand and even though our geographical area is very small compared to India, we can yield all sorts of agricultural goods and export them world-wide," he added.

The export of APEDA-endorsed products to Bangladesh during 2016-2017 amounted to roughly \$396.44 million.

The major products exported to Bangladesh are basmati and non-basmati rice, fresh vegetables, wheat, maize, pulses, dried fruits, cocoa products, natural honey, mo lasses, confectioneries, dried and preserved vegetables, fresh mangoes, etc.

Bangladeshi State Minister for Finance M A Mannan, speaking as the chief guest said: "India has been a very close friend of our country for years. They are our natural friend, and Prime Minister Sheikh Hasina has retained the relationship.

"Guwahati is an Indian state that is a rising economy. Our businesses can take this opportunity and do well in that market. The entire South Asian economy can be changed for the better if our PM and the Indian PM work together to develop the economic base" he

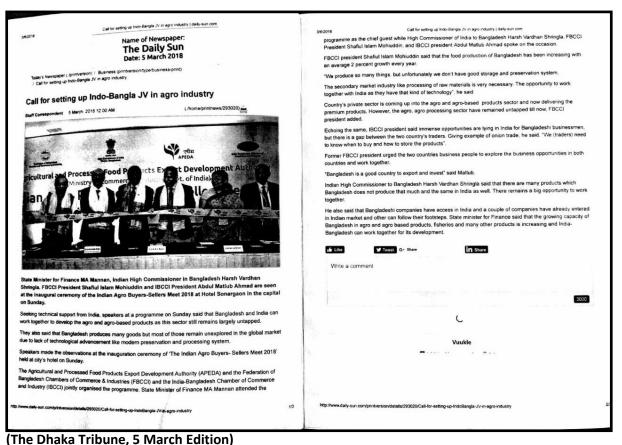
added.

Indian High Commissioner to Bangladesh Harsh Vardhan Shringla said: "Around 17 delegates from India are participating in the Buyers-Sellers Meet in order to hold one-on-one business meetings.

"However, the main objective here is to promote the export of agricultural and processed food products from India along with the implementation of technical support. The program will provide a platform to explore mutually beneficial business opportunities contributing to better economic ties between the two countries," he said.

He also added that India has been able to increase its supply of agricultural products compared to previous years because of world class technical support. Non-tariff barriers will not be an obstacle, and Bangladesh will also have more to export to India.

Shafiul Islam Mohiuddin, president of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) said: "We have a regional platform as neighbouring countries. We should improve our business relationship. It is about time we built on our relationship in the sector." .

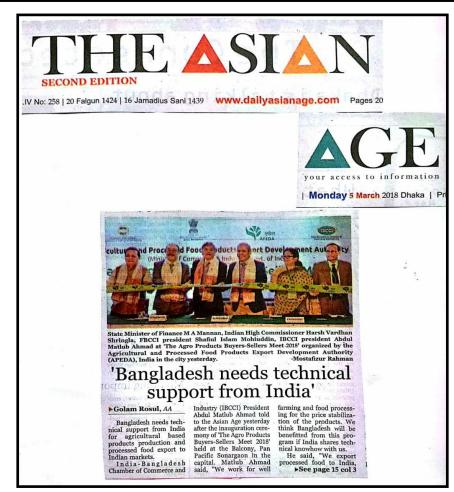




and the business communi-ty there could come forward to have that kind of industry the countries, said the apex trade body leader. He said Bangladesh exports processed food and beverage worth USS 900 million, 60 per cent of which comes from shring

PREMIER **जिमिशा**स cemer আমরা প্রমাণে বিশ্বাসী

---FE Photo cially in agro and agro-pro-cessing industry. IBFCC a president Abdul Bangladesh grows agro products in abundance but mangladesh grows agro products in abundance but fundia has cold storage facil-lities for onion as they con-sold storage facil-ties for onion as they con-sold storage facil-ties for onion as they con-nology is more at the tech-any other countries. "We will set up 50 onion cold storages in Bangladesh and West Bengal, each hav-ing 500 tonnes of capacity for this, we need modern builze the onion price," he said. India exports agro-prod-



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