

APEDA'S PARTICIPATION REPORT
SUMMER FANCY FOOD SHOW 2015
June 28, 2015 – June 30th, 2015

1. **Place and venue : JACOB K JAVITS CONVENTION CENTER - NEW YORK**
2. **Date of the event : June 28, 2015 – June 30th, 2015**
3. **General description about the event / trade fair**

The 60th Summer Fancy Food Show, held at **JACOB K JAVITS CONVENTION CENTER - NEW YORK**, was a magnet for thousands of specialty food buyers from the top names in retailing and foodservice from around the world. The three-day event, the largest marketplace devoted exclusively to specialty foods and beverages in North America, took place June 28– 30th June, 2015. More than 80 countries and regions were represented.



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

Government have approved APEDA's participation in the 61th Summer Fancy Food & Confectionery Show 2015 being held at the **JACOB K JAVITS CONVENTION CENTER - NEW YORK .**

For India Pavilion ITPO has taken a total space of 320 sq.mtrs out of which APEDA has booked 190 Sq.Mtr space for organizing its participation during the event. APEDA Pavilion was set up in Level 2, Fair Ground. 12 exporters have participated in the event. APEDA has displayed a range of food products like basmati rice, fresh mangoes, processed foods, pickles and chutney, snack foods, and peanut and peanut products etc. An aesthetically designed and attractive India pavilion was set up at this space for Indian Agri products, which was greatly appreciated by the exporters, importers, embassy officials and the visitors. The APEDA Pavilion was a real attraction for visitors and its premiere was a colourful and vibrant ambience accompanied by pleasant exotic aromas of different Indian Food and fresh mangoes.



5. Individual Stalls :

All the individual stalls were made using Maxima fixtures and fascias displaying the names of the companies with the Brand logos of APEDA.

All the stalls were provided with high lighted reception cum display counter and with shelves on the panels for the display of their products. They were provided with high quality & high power lights for better visibility. Each stall had a high India branding on a white lycra fabric that was highly lighted from the back side was running over the whole pavilion to give it a larger INDIA look. We strategically had the Name Fascia at an angle to make long distance viewing

Following companies participated under APEDA:-

- ALL INDIA RICE EXPORTERS ASSOCIATION
- ADMRK GROUP OF COMPANIES
- BASIC INDIA LIMITED
- HAMDARD LABORATORIES
- INDIAN TREAT LTD.
- R P BASMATI RICE LTD.
- RASNA PVT. LTD.
- SARVESHWAR ORGANIC FOODS LTD.
- SREEJI PROTEINS
- SUM OVERSEAS PVT. LTD.
- VISNU KUMAR TRADERS PVT LTD
- Y COOK INDIA PVT LTD







6. INAUGURATION

His Excellency Mr. Dnyaneshwar M. Mulay, Consul General of India inaugurated APEDA pavilion. Mr. Sreenivasa Rao Gudavalli, Consul (Trade) visited APEDA pavilion and discussed various issues with Indian participants to have a better market access of their products in US market for Indian products



20.	Dnyaneshwar M. Mulay Consul General India NYC. It was a pleasure visiting the stalls at Farm Food Expo. Our participation is significant and APEDA has done an excellent job of bringing together quality exporters. I wish the organizers all the success. Congratulations.
	M. S. Rao 28/6/2015

7. 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 320 sq mtr. under the guidance of APEDA to M/s Trident Exhibitions 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.

8. APEDA

The following officers were present at the show :

1. Mr. Ajit B. Chavan, Director, Ministry of Commerce & Industry
2. Mrs Vinita Sudhanshu , Assistant General Manager, APEDA
3. Mrs Shobana Kumar, Field Officer, APEDA



9. APEDA Common Display Area

An eye catching display section made with APEDA- India branding.



10. Samples and Products Displayed

Basmati Rice
Processed Food Products
Mangoes and other fruits
Pomegranate Arils
Processed fruits and vegetables

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.

12. Special campaign undertaken during the exhibition

Wet Sampling of Biryani

For publicity and promotion of Rice in US market, wet sampling of Biryani was organised at APEDA pavilion. In both Veg & Non Veg Flavours which was a big Crowd puller to our India Pavilion promotion ,attracted a good amount of visitors at APEDA pavilion. Bringing out India's true flavour, arrangements were made for promoting Indian Basmati Rice through an exclusive wet sampling. An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. The Basmati preparation attracted lots of visitors who made beeline for testing of unique cuisine. The visitors appreciated the Aroma and taste of Indian Basmati Rice.



Wet sampling of Indian Fresh Mangoes

Considering the mango season coinciding with the event, it was decided to utilize this opportunity of promotion of Indian mangoes during the event. While the promotion the wet sampling of Kesar mangoes from Gujarat was done. Lot of visitors tasted the mangoes and appreciated the aroma and taste of Indian mango. The mainstream and ethnic consumers of mangoes were happy to know that the US market access for Indian mangoes.



13. Buyer Seller Meet (BSM) on 30th June 2015

A Buyer Seller meet (BSM) was also organized by APEDA in association with Consulate General of India in the Ballroom of CGI, New York on 30th June 2015 during the event. The BSM was joined by the participant exporters and importers. The BSM was graced by Mr. Dnyaneshwar M. Mulay, Consul General of India, Mr. Sreenivasa Rao Gudavalli, Consul (Trade) and Mr. Ajit B.Chavan, Director, MOC&I along with senior officers of CGI. Mrs. Vinita Sudhanshu, Assistant General Manager, APEDA welcomed the participants and gave an overview of the meeting. Mr. Dnyaneshwar M. Mulay, Consul General of India, and Mr. Ajit B.Chavan, Director, MOC&I addressed the participants. The participant exporters and importers appreciated the efforts of APEDA in organizing such BSM.

Glimpses of Buyer Seller Meet



14. India Branding



15. VIP Area



Mr. Dnyaneshwar M. Mulay, Consul General of India

16. Visitors visited APEDA stalls



Chairman, Cashew Export Promotion Council



**Mr. Eknath Kadse, Hon'ble Minister for Agriculture, GOM
Mr. Arvind Kumar, Managing Director, MIDC, GOM**

17. Feedback of the participants

The participating exporter's feedback is that their participation in the show was generally good. They received serious business enquiries from the buyers which are being followed up for generating business.

18. Recommendations

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.
2. Advance planning and sufficient amount needs to be spent on advertisement and publicity.
3. The approval of Government must be taken atleast 3 to 4 months 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. Sufficient amount of publicity needs to be done about the participation of India
5. Space needs to be increased.
6. Participation should be followed up with promotion programmes in retail outlets with support of Indian Embassy.
7. A PR Agency needs to be engaged for post follow up after APEDA's participation

TRADE ENQUIRIES GENERATED DURING THE EVENT

S.No.	Name of the Importer	Product Name
1	Linda Smith Divini Teas Master Tea Blender 1708 Union Street, Schenenctady, NY 12309 Tele: 518.347.0689 Fax : 518.347.0569 E-mail: divintea@verizon.net	Organic Products, Tea
2	Mr. Michelle Choi Director, Widus Hongkong Flat A 17F, Wardley Center, 9-11 Prat Avenue, Tsim she Tsui, Kowloon, Hongkong Tele: 852.9359.5659 Fax: 852.3753.2226 Mobile No. 82.10.3337.5989 E-mail: michelle.widus@gmail.com	Indian Coffee
3	Mr. Robert (Bob) Vaz Partner/CEO Babco Foods International LLC 201, Circle Drive North #115, Piscataway, NJ 08854, USA E-mail: bob@babcofoods.com Cell : (908)240-7934 Voice: (732) 667-7577 Fax : (732) 667-7578	Peanuts, all Products of APEDA & Jabsons products
4	Mr. Richard Alimenti Chief Executive Officer Original Gourmet Food Company 52, Stiles Road, Suit 201, Salem, NH USA 03079 O: 6038941200 ext. 105 C: 508-878-9079 F: 508-8945400	candy
5	Ken Silverman Head of North America 251 S, Orange Grove Boulevard Pasadena, CA 91105 USA T + 1(626)793-3124 M+1 (626)755-9868 E-mail: ken.silverman@sannamS4.com	
6	Jerry Taylor Senior Vice President-Sales LT Foods Americas 11130, Warland Dr.	Rice

	<p>Cypress, CA 90630 USA D:562.340.4072 O:562.340.4040 F:562.594.4650 C:310.697.9734 E-mail: jerry@ltfoodsamericas.com</p>	
7	<p>Gutemberg Costa Director Comercial Tele: (85) 96426343 (85) 33089100 e-mail: gutemberg@frutbiss.com.br</p>	Mango Pulp
8	<p>Mr. Rafael Ferreira Director CT COMEX-Carlos Gouveia Phone: +55 8541414974 rafaelferreira@oi.com.br</p>	Coconut
9	<p>Bikram Hundal M/T Trading Company, Inc. Almond Handler & Processor 24341 Avenue 14, Madera, CA 93637 Tele: (559) 661-1556 Cell: (559) 346-9212 bikram@bapu.company</p>	Almonds
10	<p>Hermanos Zakay, S.A. Isaac Zakay President Cell (917) 650-5900 (646)355-3208 Panama E-mail: compras@hermanoszakay.com</p>	Peanut Butter
11	<p>Yechiel Kompel CEO Traklin Foods Corp., 1760-56th St Brooklyn, NY 11204 +1-443-356-6735 E-mail: yechiel@traklinfoods.com</p>	Agricultural Products
12	<p>Fabio Novak Business Director Marcas Group Food and Beverages Dealer Capitao Felix Street 110-Rua 7 Loja 6 Cadeg-Benfica Rio de Janeiro-RJ-Brazil – Zip Code : 20920-310 Phone : (005521)2580-5142/Mobile No. (0055 21) 981218570</p>	Biscuits
13	<p>Mr. Sanjay Chawla Founder & CEO Reshmi's Group, Inc, 1120 Andover Park East, Tukwila, WA 98188</p>	Rice, Spices, Snacks and Groundnuts

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15	Eli Zauner Universal Yums Co-founder 1776 Mentor Ave Suit 401, Cincinnati, OH 45212 E-mail: eli@universalyums.com Tele: (541) 359-6683	Snacks, Biscuits, Candies
16	Norlene Genster Tele: 410.375.2262 E-mail: norenegensler@gmail.com	Jabsons Products, Snacks in small packets for wedding gifts
17	Santiago S. Cabral Export Manager Republica Argentina 5044, Grand Boug, Buenos Aires Tele: +541132215015 E-mail: santiagosc@biomacweb.com	Frozen Mangoes
18	Manny Martins President Golick Martins Inc, Food Marketing Specialists 140 Sylvan Avenue, Englewood Cliffs, NJ 07632 Tele: 201-592-8800 Fax: 201-592-9196 E-mail: mmartins@golickmartins.com	Biscuits/Cookies
19	Steve Mincheff Account Manager Golick Martins 140, Sylvan Avenue-Englewood Cliffs, Nj 07632 P 201.592.8800 F. 201.592.9196-C 201-523-1611 E-mail: smincheff@golickmartins.com	Biscuits/Cookies
20	Chander Dudeja CEO Gulf Processing Industries LLC P.O. Box 2319, Dubai, UAE Tele: +971 4884 1041 F : +971 4884 1657 D: +971 4884 1655	Frozen Oats

	M: +971 50 4628131 E-mail: dudeja@gulfpro.ae	
21	Ernest Epstein Food for Sale, Inc Cell : 9088756275 E-mail: sales@foodforsale.com	Broker for food items
22	Mr Raj Founder & Ceo 1677 Oak Tree Rd., Edison, NJ 08820 Tel. : 732 4946789 732 4946999	Frozen Food
23	Mr. Pankaj Jain, Co-Founder M/s. Curries by nature, LLC. 1331, Twin Knoll Dr. Murphy, TX 75094 Tel. : +1 201 970 6273 +1 972 4249574	Indian Spices
27	Suvajit Basu 10, Wilsey Square Ridgewood, NJ 07450 Mobile No. : 917 865 4375 E-mail: sbasu@sb3onc.com	Coconut water
28	Stefanie Katzman Katzman Berry Corp. Stores 153 – 157 Row A, N.Y.C. Terminal Market, Bronx, NY 10474 Tele: 718-991-47 Ext. 106 Cell : (917) 3701138 E-mail: stefaniekatzman@katzmanproduce.com	Pomegranate Arils Fruit & Vegetables
29	Matthew Edmvdnson Violet Health Inc Co-president Tele: +1.617.9702965 E-mail: matt@violethealth.com	Baked products
30	Shyam Devnani CEO & Founder 30, Newbury Street, 3 rd Floor, Boston MA 02118 Tele: +814-761 5021	Ready to Eat products