

**Report on APEDA's participation in
Foodex Japan 2016
(The 41st International Food & Beverage
Exhibition) at Makhuri Messe, Japan
from 8 to 11th March 2016.**



**Agricultural & Processed Food Products
Export Development Authority (APEDA),
Ministry of Commerce & Industry,
Govt. of India**

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FOODEX Japan is one of the Asia's largest trade shows centered on food and beverage industry, encompassing products, technologies, and services that span the full spectrum of food manufacturing and processing from raw materials processing to distribution. FOODEX JAPAN exhibits a comprehensive range of food products, food manufacturing and processing. The event provides an excellent platform to Indian exporters to promote food products from India not only in the Japan market but also other parts of the world as buyers from all over the world visit the show.

To showcase strength of agro and processed food products from India, APEDA participated this year also, represented by Dr. Sudhansu, Deputy General Manager and Ms. Sunita Rai, Assistant General Manager to organize APEDA's participation in the event.

A total of 76532 registered visitors have been recorded in the event at Makhuri Messe, Japan from 8 to 11th March 2016 (*Source: Foodex Japan 2016 official website*). There were about 3000 exhibitors from 79 countries. APEDA had taken a space of 108 sq. mts to facilitate exports. A total of 9 exporters, dealing with various products like basmati rice, non basmati rice, wheat flour, spices, peanut & peanut products, dehydrated onion, garlic, acidified and fermented vegetables, frozen fruits & vegetables, instant mixes, curries, Ready To Eat Foods, honey, jaggery, mango pulp, other fruit pulps participated under the banner of APEDA. Directory of these 9 exporters were circulated during the exhibition both in English and Japanese. Product specific literatures, brochures of APEDA were circulated for the benefit of trade.

The opening of APEDA pavilion was done by Hon'ble Ambassador of India to Japan, Mr. Sujan R Chinmoy in presence of other Indian delegates. They appreciated APEDA Pavilion and met individual participating exporters for encouragement and gave their valuable inputs for enhancing visibility of Indian products.



(Opening of APEDA pavillion by Hon'ble Ambassador of India to Japan, Mr. Sujon Chinmoy)

Visitors:

A large number of visitors from various parts of Japan and other countries visited APEDA pavilion and had interaction with participant exporters. Many queries related to various agro and processed food products including the supplier of such products were generated for which all necessary information were provided.



(Hon'ble Ambassador of India to Japan- Mr. Sujon Chinmoy, First secretary (Trade) - Mr. Sanjog Kapoor at APEDA pavilion)



(Glimpse of APEDA pavilion)

Branding and Promotion:

There was uniformity in the color schemes, graphics in different booths inside the pavilion. Prominent branding at the central mall pillar board at Gate no 3 leading to entrance of the hall could be witnessed showcasing India's strength, which has been appreciated by many visitors.



(Hon'ble Ambassador of India to Japan– Mr. Sujon Chinmoy, First secretary (Trade) - Mr. Sanjog Kapoor)

Live cooking show for Indian Basmati rice and Indian curries:

There were huge turn out of visitors in APEDA's pavilion who witnessed the live cooking of basmati rice and Indian curries, followed by tasting session and appreciated the session. The live cooking show also featured in the local news channel.



(Live cooking show by Indian Chefs)

Product Display Plaza:

One of the most interesting event of this year's Foodex participation was the product display plaza where different countries could display novel food products for display. Samples of food products from India were kept for public display.

Trade interaction with the Indian Delegation (Buyer-Seller meet):

APEDA and Tea Board of India, in association with the Indian Embassy, Japan organized a trade interaction with the Indian Delegation (Buyer-Seller meet) on 10th March 2016. The welcome address was delivered by Mr. Sanjog Kapoor, First Secretary, Trade, Indian Embassy, Japan. Deputy General Manager, Dr. Sudhanshu, Deputy General Manager introduced about the exporters along with a brief about the profile companies of the participating exporters. He also highlighted the various measures APEDA has taken to address quality and SPS issues.

Outcome/Suggestions:

- Participants had an opportunity to increase their business by getting new contacts and also follow up with the existing customers.
- APEDA played an important role in showcasing India's growing strength of traditional and processed food products.
- Foodex Japan exhibition provided an international platform to member exporters to showcase array of quality food products
- More stall space may be taken by APEDA to facilitate more number of participating exporters
- Regular participation in the show
- Wet sampling of more products to be done
- Exclusive branding by taking prominent space at the entrance, pillars of the main hall etc.

Participation by Indian Exporters

The following exporters participated in the show.

1. Contact Person : Mr. Vishal Ruparel
 Name of the Company : Ruparel Foods Pvt Ltd
 Address : 43 Industrial Plot, Opp. T. V. Relay centre, Mahuva
 Phone No. : 0091 2844 222625
 Fax No. : 0091 2844 222852
 Email : ruparel@ruparelindia.com
 Website : www.rupafood.com
 Product Range : Peanut Paste /Peanut Butter

2. Contact Person : Ritesh Mehta & Dipesh Shah
 Name of the Company : Weltweit Agri-Exports
 Address : Nagardas Mansion, Near Balaji Steel, Dheku Rd.,
 Amalner, Maharashtra.
 Phone No. : +91-9769333431 / + 91-9833013911
 Fax No. : +91-22-28940352.
 Email : weltweit.agriexports@gmail.com /
info@weltweitagri.com
 Website : www.weltweitagri.com
 Product Range : Rice(Basmati & Non - Basmati), Maize, Wheat(Whole
 &
 Flour), Groundnut & All kind of Spices(Ground &
 Whole)

3. Contact Person : Mr. Savji Thanth
Name of the Company : Maharaja Dehydration Pvt Ltd
Address : Survey NR 56/P Village Umaniyavadar,
National Highway 8E Bypass Raod,
Mahuva – 364290, Dist: Bhavnagar,
Gujarat, India
Phone No. : +91 9099 5152 00
Fax No. : + 91 2844 246477
Email : savji@maharajadehydration.com
Website : www.maharajadehydration.com
Product Range : Dehydrated Onion, Garlic and Spices

4. Contact Person : S Rabindranath
Name of Company : International Agricultural Processing Pvt. Ltd.
Address : 332/5A Perenai Road, Musuvanuthu 624219,
Nilakottai, Dindigul, Tamil Nadu
Phone : +91 8870457880
Fax : +91 4543 301254
Website : not available
Email : rabin.s@iap-india.com
Product Range : acidified and fermented vegetables in jars, cans,
drums & bins

5. Contact Person : Pawan Kapoor
Name of the Company : Bhanu Farms Limited
Address : 1004, Indraprakash Building, 21- Barakhamba Road,
Delhi- 110001, India
Phone No : +91 11 2335 0298
Fax No :
Email : info@bhanufarms.com, pawan.k@bhanufarms.com
Website : www.bhanufarms.com
Product Range : Frozen Fruits & Vegetable & Frozen Potato Snacks

6. Contact Person : Mr.Sanjay Sharma
Name of the Company : MTR Foods Pvt. Ltd.,
Address : No.1, 2nd & 3rd Floor,
100 Feet Inner Ring Road,
Ejipura, Bangalore-560047.
Phone No : +91 08040812100
Fax No :
Email : mtrfoods@vsnl.net

Website : www.mtrfoods.com
Product Range : MTR Instant Mixes and RTE Products

7. Contact Person : Mr.Vishal Jalan
Name of the Company : Aricha Trading Co. Ltd.
Address : 8 BBD BAGH (EAST),KOLKATA 700001

Phone No : +91-9830042949, +91-33-22137617
Fax No :
Email : vishal@arichaindia.com;trade@arichaindia.com
Website : www.arichindia.com
Product Range : JAS certified spices (Cumin,Coriander,
Fennel,Fenugreek,Mustard, Cinnamon,Clove,
Cardamom, Black Pepper), Herbal infusions,
Jaggary, Brown rice, Lentils, Amla Candy, Honey.

8. Contact Person : Mr. Pradeep M. Kanur
Name of the Company : Excel Foods Pvt. Ltd
Address : Plot No. 47, Kiadb, Tarihal,
Hubli-580026, Karnataka
Phone No. : +91-836-2310431
Fax No. :
Email : xlfoods@gmail.com
Website :
Product Range : Aseptic & Canned mango, Guava, Papaya, Pineapple

9. Contact Person : Mr. Vivek Nayak
Name of the Company : Ken Agritech Pvt. Ltd.,
Address : 131/1A, Anchatageri Village,
Karwar Road, Hubli-580024

Phone No. : 091-836-2205699
Fax No. :
Email : vivek@kenagritech.com
Website :
Product Range : Processed Fruits and Veg. Gherkins, Cherry, Tomato,
Baby Corn, Sweet Corn, Beetroot etc.

List of trade enquiries generated at the main activity area

List of visitors/buyers- FOODEX Japan- 8th to 11th March 2016

Sl No.	Name	Address	Telephone/Mobile/E-mail	Product
1	Masashi Ikeda, Marketing Manager	Royal Co. Ltd, Kyogo Group, Kyoto Seika centre Bldg 130-2, Chudoji Minaminnachi Shimogyo-Ku-Kyoto 600-8813 Japan	075-325-1665 (075)325-1852 www.royel-jp.com e-mail: m-ikede@royal-jp.com	Fresh fruit
2	Tatsuro Akatsu	SOLIS 1-2-8Shonan Kokusaimura Kokusuka city Karagawa Prefecture	046-874-8750 046-874-8761 (fax)	All products
3	Y.Katsumata Managing Director	TOA SHOJI CO. LTD 2-19 Kanda Tsukasamachi Chiyoda-ku Tokyo- 101-8530, Japan	03-3292-2300 03-5289-9291 Mob-(81)80-3400-8002	Cashew nut
4	Shyam Pyarauk	Blue Horse Corporation 4-2-3-203 Kami-ikebukuro Toshima-ku, Tokyo 170 0012, Japan	+81-50-6862-6930 (F) +81-3-6745-4502 Mobile: 080-3488 2524 Email:sp@bluehorsekk.com	All Retail (frozen foods, pasta etc)
5	Jagmohan S.Chandran	President, Japan Business Services Ltd, 3-3-15 Nishikasai Edogawa-Ku, Tokyo 134-0088	03-3688—6612 (F) 03-3688-6617 Email:shanti@peace.ocn.ne.jp	--
6	Yakako Itakura	-	Email:yukako.itakura@gmail.com	Interested in Food labels
7	Takanobo Watanabe President - Director	Syuka-en Co., Ltd 2789 Kanou, Toumi – City Nagano –Pre, Japan	+81-268-64-7005 (F) +81-268-64-7006 Email: syukaen@po9.ueda.ne.jp http://syuka-en.com/	Import of grape planting material

8	Vicente t. Lao President & CEO	Mabarlika Agro Marine Ventures Corp., 12 Diversion Road, Panacan, Davao city 8000 Philippines	Mobile: +63917-5288887 (T) (+6382)235-2685/ 234-2502 (F) (+6382)233-2112/234-0577 E mail: vic@maharlika.com.ph / 1viclao@gmail.com / 01@viclao.com	Mangoes
9	Sumitomo Corporation	Wataru Tanaka Harumi Triton Square office tower Y,1-8-11 Harumi, Chuo-Ku, Tokyo 104-8610, Japan	Tel-81-3-5166-4149 (F) 81-3-5166-6424 Mobile 81-90-7702-5571 Email; wataru.tanaka@sumitomo corp.co.jp www.sumitomocorp.co.jp	Fruits and vegetables.
10	Russell G Pruaitch Sr. Statistics & Informaiton officer	Investment Promotion Authority, Post Box 5053, Boroko 111NCD, Papua New Guinea	Tel-(675) 308 4400/ 308 4463 / 321 7311 (F) (675) 320 2237 E mail: rgpruaitch@ipa.gov.pg / russellgp87@gmail.com	Spices, Nut oil, Palm oil

11	Jeyaprakas Michaelraj, Production Manager	HYDRA International K K3-37-1 Oomori Buld, 3 F Asagaya Mianami, Suginami-ku Tokyo, Japan 1660004	03-6276-9406 Mobile: 090-5412-2048 Fax- 03-6276-9407 Email: m.jeyaprakash@hydrainternational.jp	Juices
12	Shuhei Maruyama Advisor	JGC Corporation, MM Park Building 3-6-3, Minato Mirai, Nishi-Ku, Yokohama 220-0012, Japan	Tel- 81-45-682-8082 Fax- 81-45-640-5442 Email: maruyama.shuhei@jgc.com www.jgc.com	Processed food products
13	Nobutaka Tanaka, Professional engineer	JGC Corporation, MM Park Building, 3-6-3, Minato Mirai, Nishi-Ku, Yokohama 220-0012, Japan	Tel- 81-45-682-8388 (F) 81-45-682-5442 Email: tanakanobutaka@jgc.com www.jgc.com	Processed food products
14	John Wang Chairman	--	Tel-010-58470531 Fax- 010-65350313 John.Wang@tibetsprings.com www.tibetsprings.com	Interested to export mineral water in India
15	Andy	Xin Guan Da International Inc, 1F.,No., Shanxi 3 rd St. North Dist., Taichung City 40460	Tel- +886-4-2292 0189 +886-4-2255-9869 sonicex999@gmail.com	Processed Meat (poultry)

		Taiwan (R.O.C.)		
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16	Ravi Negi Vice President & Country Head-Food	ITOCHU India Pvt. Ltd 3 rd floor, Wing “B” IFCI Towar, 61 Nehru Place, New Delhi 110019	Tel- 011-4201—1128 (Direct) Mobile: +91-99538- 53556,97113-49268 (F) 91-11-2621-1435 E mail: negi@itochu.co.in	Poultry meat Interest in attending at Indian Expo
17	Rose Choi Vice president	Min Korea Inc 3F, 147. TJ Logistic, 58 beon-gil, Arayuk-ro, Gochon-eup, Kimpo-si Gyeonggi-do Koreq	Tel+82-70-4923-0075 (F) +82 31-985-7491 Email- rosahoa@kita.net www.accomi.co.kr	Rice powder
18	Hiroaki Yasui Planning Department , Osaka	Osaka International Business Promotion centre, 1-5-102, Nanko- Kita-suminoe-ku, Osaka 559-0034, Japan	Tel-81-6-6612-8201 (F)81-6-6612-8686 www.intex-osaka.com Email:yasui@intex-osaka.com	Like to participate in Indian trade fairs

19	Giacomo Gussoni Production commercial	URURICE	Tel+598-99-128-808 glacomogus@hotmail.com www.ururice.com.uy	Rice
20	Mr. Nguyen Van Vuong Sales Executive	G.O.C Food Processing Export JSC, 15 th floor, Diamond Building, Lot C1, Le Van Luong Street, Nhan Chinh Ward, Thanh Xuan District, Hanoi	Tel+ (844)-35145366/ Fax+ (84 4) 345146607 E mail: g.o.c.export@fpt.vn/vuongnv@goc-food.com	Black Kidney bean

21	Nobuo Araki Food Sales Section	Fuji Trading Co.Ltd. 9-3, Shinyamashita 3 – Chome Naka-ku, Yokohama Postal Code 231-0801	Tel-(81)45-622-2941 (F) 45-623-7022 Email: arakin@fujitrading.co.jp www.fujitrading.co.jp/ihq	Supermarket Interest in various food products
22	Wency Tan Deputy Director	Imported food Association, Rm. 1904, DS Building No. 538 Dezheng Bel Road, Guangzhou, P.R. China	+86 20 83713132 E mail: pr@food2china.com Website: www.gdifa.org.cn	All products
23	Yoshikazu Ohnishi Section chief	TMC Honey Co. Ltd. 8 th floor, Astrale Meieki. 2-41-10 Meieki Nakamura-ku, Nagoya 450-0002 Japan	+81-52-586-2151 (F) +81-52-586-4518 Mobile: +81-90-2115-9473 Email- yohnishi@hannan.co.jp	Honey
24	Youngjin Park Assistant Manager	Overseas Co. Ltd. Daita 5-11-10 Satagayaku, Tokyo 155-0033 Japan	+81-(0)3-54300-6080 (F) +81-(0)3-54300-6098 Email: y.park@overseasvinarte.co.jp http://overseas-inc.jp/items/	Ghee, other dairy products
25	Oliver Yang	Process Bio Tech Ltd 7F,No.18. Sec 2 Roosevelt Rd. Jhongiheng Dist Taipei City 10084 Taiwan (R.O.C.)	Tel-886-916-510-951 +886-2-23919598 H2omedicaltech@gmail.com	Black pepper
26	TOMOKI TANOUE Wine Adviser	Twenty One Community CO. Ltd 21 Roppongi Bldg. 6F 6-1-12Roppongi, Mimato-ku, Tokyo 106-0032 Japan	+81 (0)3-5413-3211 (F) +81 (0)3-5413 3212 E mail: tanoue@21cc.co.jp Mobile: +81 (0) 90-2469-3495 www.21cc.co.jp	Tea
27	Tetsuya Furukawa President	Sekai Cheese Shokai Inc. No. 3-6 Tenmabashi- Kyoumachi Chuo-ku Osaka, Japan 540 0032	Tel-06(6942)5331 (F) 06(6943)0663 Email: t.furukawa@sekai-cheese.co.jp www.sekai-cheese.co.jp	Cheese, Butter, ghee
28	Axel Vade Pruzzo Export Manager	GRUPO Vinos Del Pacifico, Camino Melipilla, Km 34	(+56 2) 2372 2983 Mobile: (+56 9) 8188 3129 Skype:anvade avada@gvp.cl	Mango juice, pulp etc

	Asia & North America	Talagante, Santiago, Chile		
29	Osamu Sekido General Manager	AIR WATER INC.(Beverage manufacturer) 8-9, Sakuragaokacho Shibuya-ku, Tokyo 150 0031 Japan	Tel:+81 35428 5641 (F) +81 33770-6367 Cell: +8190-7515-3790 Email:sekidoosa@awi.co.jp	Pumpkin, fruits
30	Eichi kimura	--	Tel-086-480-0486 (F) 086-483-1186 Cell- 080-1338-2186 Email:Eiichi.Kimura@primaham.co.jp	Processed meat
31	Akio Furuhashi Food Group	Foods Group S. Ishimitsu & Co. Ltd Omri Bellport B-7F 6-26-2 Minamiooi, Shinagawa-Ku Tokyo 140-0013 Japan	+81-(0)3-6367-9022 (F) +81-(0)3-6367-9023 Mobile +81-(0)90-4617-0772 Email:afuruhashi@ishimitsu.co.jp	Fresh Poultry, Processed Poultry
32	Kouhei Kusakari	Kusakari Healthy Foods	Mobile 090 8876 9855 Email: jackie.k@icom.home.ne.jp Tel-0438-36-2701/36-1340/(F) 0438-37-2661	Henna, herbal products
33	Shrestha Arun K. Managing Director	Mayur Corporation Ltd. Kaneko Bld. 1F, 1-4-8 Kurihara, Niiza-shi, Saitama-ken, Japan 352-0035	Tel-042-470-2404 (F) 042-470-2050 Mob: 09072462500 www.mayur.co.jp Email: info@mayur.co.jp / arunz2500@yahoo.com	Spices
34	Suzuya	-	fumito@suzuya-rice.co.jp www.suzuya-rice.co.jp	Grains & Cereals