

**A REPORT ON INDIA'S PARTICIPATION AT
THE FRUIT LOGISTICA – 2016, BERLIN**

INTRODUCTION

Fruit Logistica Berlin is the leading trade show for the International fresh produce trade offering the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present their products across the entire added-value chain, from growing to the point-of-sale. Compact duration, focused appeal to target groups and maximum effectiveness are the key features of Fruit Logistica. The show presents the technical expertise required for the logistics and handling fruit and vegetables at the point-of-sale in the retail sector.

Fruit Logistica also gives exhibitors from fast growing regions around the world, as well as newcomers a first-class opportunity to present their products to a professional international audience - and to do business.

Fruit Logistica 2016 was held in Berlin from 3rd to 5th February 2016, where once again this year, more than 70,000 trade visitors from 130 countries were in Berlin to view the full spectrum of products and services across the entire fresh produce value chain. Over 2,785 exhibitors from 83 countries from across the entire fresh produce value chain participated in the event including global players as well as small and medium-sized suppliers from all around the world.

A summary of Fruit Logistica is mentioned below to provide a snapshot of the expanse and importance of the trade show

FRUIT LOGISTICA 2016	
Visitors	70,000
...from	130 countries
Visitors per country	Europe (72%), The Americas (12%), Africa (8%), The Middle East (5%), Asia (3%)
Exhibitors	2891
...from	84 countries
Area net	~60,000m ²
Product	Fresh fruit and vegetables Dried fruit and nuts Packaging and labeling Transport and logistical systems

The Agricultural and Processed Food Products Export Development Authority (APEDA) had reserved 169 sq. mt of space for the Fruit Logistica 2016 fair held at Messé Berlin and the responsibility of designing, fabricating and managing the India pavilion during the trade show was given to M/s Trident Exhibition Pvt Ltd. APEDA was allocated stand in Hall no. 7.2a.

PRODUCTS ON DISPLAY

Products on display at the India Pavilion under fresh fruit category included Pomegranate, Mangoes and Table Grapes. In vegetable category Okra, Onions, Corn etc. were showcased.

INDIA PAVILION

An aesthetically designed and attractive India pavilion was set up in this space to showcase fresh produce from India, which was greatly appreciated by the exporters and the visitors.

The India pavilion was located in Hall CityCube **th at also housed Portugal which was the official partner country of the year**. Each exhibitor was provided an individual booth of up to 9 sq. mtr space to show case their products and conduct meetings. In addition, common sharing lockable storage space for participating exhibitors was also created.

The India Pavilion also had an APEDA common meeting area, a closed VIP room for privacy along with storage.



OBJECTIVE

The demand for fresh produce continues to expand in European Union (EU) market and India has a great opportunity to expand the export of its fruits and vegetables to this market. The primary objective of the entire exercise including participation at the Fruit Logistica 2015 was to showcase fresh produce from India as products of international quality standards. The trade show gave an opportunity to Indian suppliers to meet one on one with key buyers from across the world.

EXHIBITOR INFORMATION

16 leading fresh produce exporting companies from India exhibited from the India Pavilion. List of companies present at the India Pavilion during the show is given below:

SL.	NAME OF THE COMPANY
1.	AGRION OVERSEAS
2.	DECCAN EDIBLES PVT. LTD
3.	IG INTERNATIONAL PVT. LTD.
4.	INI FARMS PVT. LTD
5.	SANGHAR EXPORTS
6.	SANGLE AGRO PROCESSING PVT LTD.
7.	KALYA EPORTS
8.	KAY BEE EXPORTS
9.	MAHARASHTRA STATE AGRICULTURE
10.	MERSEL FOODS
11.	NEERAJ INTERNATIONAL
12.	SURI AGRO FRESH PVT. LTD.
13.	Y COOK INDIA P LTD

EXHIBITORS AT THE INDIA PAVILION







OFFICIAL VISITORS

The following Government officials from India were present at Fruit Logistica, Berlin to oversee the arrangements and also meet with the pavilion participants and key buyers.

1. Mrs. Samidha Gupta, Assistant General Manager, APEDA
2. Mrs. Rekha Mehta, APEDA



PROMOTION MATERIALS DEVELOPED

The following promotional material for the Show was developed:-

Show Guide: A show guide which had information on all the participants in the India pavilion was developed.

THE STRATEGY AND APPROACH

STRATEGY

The India pavilion was managed with a clear strategy of harnessing the market potential of fresh produce from India in the highly valuable World market. The effort was directed towards positioning India as an active participant in the world fresh produce market.

APPROACH

GENERIC PROMOTION

The information and promotion targeted to the trade was generic and had no specific Brand Focus. The focus was on India as a credible source for fresh produce.

PRE-EVENT ACTIVITIES

Pre-show mailing was done to previous year visitors, fresh prospective visitors and other participating countries at the Fruit Logistica trade show. Organized retail, fresh produce exporters etc. were targeted. The pre event outreach exercise was an important activity to ensure that key people visited the India pavilion during the show.

CONSISTENT SIGNAGE AND GRAPHICS

APEDA BOOTH POSTERS

While designing and executing the India pavilion, one of the key considerations was the uniformity in the color schemes and graphical mixes used for different booths inside the pavilion. The signage and graphics were intended with one message of GENERIC PROMOTION of fresh produce from India.

STAFFING

The following people were present at the India pavilion to manage the pavilion.

- APEDA – represented by Mrs. Samidha Gupta and Mrs. Rekha Mehta
- Trident Exhibitions Pvt. Ltd. – Mr. Harpreet Singh

HOSTESS IN TRADITIONAL INDIAN DRESS

2 female hostesses attired in Indian costume, proficient in English and German languages were hired to coordinate activities in the APEDA booth. The hostess walked through the show in various halls and invited visitors to India Pavilion for the numerous activities planned for each day. The hostess generated a lot of attention towards the India Pavilion as she was attired in colorful Indian outfits and interacted with the visitors by handing out flyers and answering queries.

ATTENDEE INFORMATION

Identical with exhibitor target groups, this show has the nature of an exchange market where trade visitors have the opportunity to approach exhibitors with their services and products. Target groups include growers, fresh produce importers and exporters, wholesale markets, wholesale and retail outlets, packing, shipping and disposal companies, institutions, associations. Supporting Programme Trade forums covering current topics related to fruit and vegetable marketing provide an ideal opportunity to exchange experience.

This year's show saw footfalls of over 70,000 visitors.

The visitor book collating the information of the visitors to the India pavilion at Fruit Logistica 2016 has been submitted to APEDA.

SUMMARY

Feedback has been collected from all exhibitors and submitted to APEDA. In general, all exhibitors expressed satisfaction with their participation at Fruit Logistica and confirmed increased sales as a result of the participation,

Fruit Logistica provides Indian companies in fruit and vegetable trading an opportunity to present their range of product and services to buyers from across the world. One of the main attractions of Fruit Logistica is that it is a compact, highly effective show focusing on specific target groups. In particular, it offers exhibitors an excellent venue for presenting their products to an international trade public and establishing new business contacts.

RECOMMENDATION

The pre-show interest and feedback from the exhibitors is a clear indication that India needs to expand its presence at Fruit Logistica.

As the world's second largest producer of fruits and vegetables, it is imperative that the country's strength is showcased at Fruit Logistica trade show which is considered by far the largest gathering of fresh produce buyers and sellers in the world.

Information about Fruit Logistica may also be sent in advance to Ministry of Agriculture, Government of India and its bodies on horticulture like the National Horticulture Board and the National Horticulture Mission. A visit by the key officials of the Ministry and the agencies to Fruit Logistica will be very beneficial as they will be able to see the strides the world is making in fresh produce trade and interact first hand with the stakeholders. A visit of progressive Indian growers may also be conceived.