

REPORT ON APEDA'S PARTICIPATION AT FRUIT LOGISTICA 7TH TO 9TH FEBRUARY, 2018 HELD AT BERLIN (GERMANY)

Fruit Logistica 2018 is one of the largest International Trade fair exclusively for flourishing the more possibilities for marketing of fresh horticultural produce across the globe (World). Fruit Logistica is our direct connection to the future of fresh horticultural produce. This place has the greatest importance on providing milestone to the new entrepreneurs by providing the global trade corridors to the exhibitors/ Exporters.

Why regular participation is required in Fruit Logistica, Berlin (Germany)?

EUROPE, a key market for fresh produce. Worldwide, the percentage of fruit exports that go to the Europe ranges between 45 percent to 75 percent. In addition to these, the think tank of Fruit net world of fresh ideas is very strong networking across the globe and is a sister concern of Fruit Logistica available in Berlin since from inception of the Fruit Logistica. In a totally new way, it focuses on the latest trends and newest innovations in the world of fresh fruits and vegetables. Fruit Logistica organized by Fruitnet Media International with its international magazines Eurofruit, Asiafruit, Fruchthandel Magazine, Fresh Produce Journal and Produce plus.

APEDA had taken a space of 202 sq. mtrs for participation in the exhibition. The space was allotted in Hall 7.2a where the other countries like China and Thailand wherein neighboring stalls. Indian stalls was asthetically designed and decorated by hiring an event management company i.e. 6th P Marketing and their work was greatly appreciated by the participating member exporters and visitors especially the Deputy Chief of Mission during their visit at Fruit Logistica 2018.

During the said event not only more than 3100 exhibitors from 84 different countries but also 75000 trade visitor (top decision making officials like purchasing executives) from 130 (approx.) countries from all over world visited the fruit Logistica which includes top multinational decision-makers for the business development perspectives in wholesale and retail chain.

The Indian participation in Fruit Logistica 2018 was coordinated by Dr. Sudhanshu, Deputy General Manager (Fresh Fruits and Vegetables division), New Delhi and Mr. N C Lohakare, AGM, APEDA, New Delhi.

Five leading fresh produce companies and 13 new Companies participated in the trade show. The following fresh fruits and vegetables exporters participated under Indian pavilion and showcased their products especially mango, grapes, pomegranate, banana, exotic vegetables, Onion,

Potatoes, Ginger etc. List of companies present at the India pavilion during the Fruit Logistica 2018 is given below in the tabular format for information.

SN	Name of Exporter	Product Description	Address of Company	size stall
1	J. K. HORTICULTURE EXPORT PRIVATE LIMITED	Pomegranate & Mango	JK Horticulture Export Pvt Ltd 401 Shital Varsha mall, Shivaranjani crossroads, Satellite, Ahmedabad-380015	9 sqmt
2	INI FARMS PVT. LTD.	Fresh Pomegranate, Arils, Banana	INI Farms Pvt Ltd B-202, Universal Business Park, Chandivali, Andheri(E), Mumbai - 400072 Website: www.inifarms.com	18 sqmt
3	M/s Kalya Exports	Grapes Fresh, Onions, Fresh /Chilled Mangoes, Fresh /Dried Pomegranate	KALYA EXPORTS TARAKUNJ, NEW ADGAON NAKA, PANCHAVATI, NASHIK 422003 MAHARASHTRA, INDIA. Website: www.kalyaexports.com	9 sqmt
4	RUSHIKA FOOD PRODUCTS PRIVATE LIMITED	Gujarat Mangoes, Gujarat Pomegranate and Dates	Survey No. 430, Village- Moraiya, Sarkhej- Bavla Highway, Changodar, Ahmedabad-382 213, Gujarat, India	9 sqmt
5	VEGIFRESH AGRO EXPORTS PRIVATE LIMITED	Organic IQF Fruits & Vegetables, Organic Frozen products snacks, Pepper (Scotch Bonet & Bird Eye)	VEGIFRESH AGRO EXPORTS PRIVATE LIMITED H NO. 85 DEVASTHAN MARG CHIDAMBAR NAGAR,BELGAUM , KARNATAKA	9 sqmt
6	SWAYAMBHU IMPEX PVT. LTD.	MANGOES, GRAPE, AVACADO, DRAGON FRUIT, POMOGRANATE	SWAYAMBHU IMPEX PVT. LTD. A-3/15, SURVEY NO. 47-4-B, SEOULAPARTMENT, GANDHI BHAVAN ROAD,,KOTHRUD, MAHARASHTRA	9 sq mt
7	INDEU AGRO EXPORTS	Various varieties of Indian Mango	INDEU AGRO EXPORTS CHACHA MARKET, BILLAN VALI CHAPRI, KHANNA, ,LUDHIANA,PUNJAB, PIN: 141401,	9 sq mt

8	ZEN AGRIFOODS LIMITED LIABILITY PARTNERSHIP	Fruits & vegetables (Onion, Potato, Ginger and Mango)	ZEN AGRIFOODS LIMITED LIABILITY PARTNERSHIP 8TH FLOOR, THE CHAMBERS, OPP., GURUDWARA, S.G. HIGHWAY, THALTEJ,, AHMEDABAD, GUJARAT,	9 sq mt
9	RSCOPE EXPORTS rscopeproduce@gmail.com	Fresh Grapes and Pomegranates	RSCOPE EXPORTS B-303, PANCHARATNA BLDG., OLD NAGARDAS ROAD, N D BHUTA HIGH SCHOOL LANE, ANDHERI EAST,, MUMBAI, MAHARASHTRA	9 sq mt
10	Agrion Overseas Pvt. Ltd.,	Fresh Grapes	Pratik Mutha Director Sales, Agrion Overseas Private Limited, Whats app +91 909 666 5577 skype: muthapratikg web: www.agrion.in	9 sq mt
11	Gurukrupa Corporation	Mangoes and Pomegranate, Pomegranate Arils.	Gurukrupa Corporation Office No. 105, First Floor Mahavir Market Sector 18, Vashi Navi Mumbai 400703	9 sq mt
12	Neeraj International	Mangoes, Grapes, vegetables	Neeraj International, 117/119, Kazi Syed Street, Lalco Building, Masjid, Mumbai	9 sq mt
14	Sanghar Exports	Onion, Potatoes etc.	SANGHAR EXPORTS 732/A, LEELA CHAMBERS, 1ST FLOOR, PUNE-SATARA ROAD, PUNE – 411037, INDIA	9 sq mt
15	Maathass Impex Private Limited	Fruits and Vegetables	Maathass Impex Private Limited, Flat No. H2 903, Manjari Green Woods, Manjari Budruk, Manjari Khurd, Pune Maharashtra 412307	9 sq mt
16	FOCUS TRADING ENTERPRISES (M/s.FRIGOSCAN POST HARVEST TECHNOLOGIES PVT.LTD)	Fresh Fruits and Vegetables.	R.Shankaran, Room No.1, Amma Mansion No. 60/71, CNK Road, Chepauk, Chennai Tamil Nadu 600005	9 sq mt
17	FARM TO TABLE TRADING LLP	Fresh Fruit and Vegetable	FARM TO TABLE TRADING LLP, Flat No. 403, Building D, Venkatesh Flora,	9 sq.mtr.

			SN96, Mundhwa, Pune, Maharashtra.	
18	Nature Valley Farms, Rajasthan	Mango, Pomegranate and other Fruits and vegetables (green chilies).	Nature Valley Farms LLP, Biyani Mansion, D2B, Durg Marg, Bank Park, Jaipur, Rajasthan- 302016	9 sq.mtr. partially

Wet sampling of Grapes, mango, Banana, Pomegranate was also organized at APEDA stall and also individual stalls of participant exporter stalls.

Around two Indian exporters namely Kay Bee Exports and IGI International also participated in the exhibition by taking independent space/stand.

During the first day of event (6th February, 2018) FRUITNET media International had organized an event “World of fresh ideas with the theme of discussion on Innovation, Inspiration, Insight (3 eyes). Fruit net media representatives has analyzed the consumption and trend of markets in China followed by India.

On 7th February 2018 Mrs. Paranita Tripathy, Deputy Chief of Mission, Embassy of India, Berlin inaugurated the India Pavilion with their senior Embassy officials, visited the pavilion and interact with the all the participating exporters encouraging them to get involved in the German business, if needed Embassy support kindly let’s know more.

DCM desired that the APEDA may organized the Mango festivals under the promotion strategy of Indian Mangoes, Indian Embassy would be help in for interacting with the German Chamber of Commerce authorities.

The enquiry generated during the event has been annexed at Annexure at A.

Recommendations:

Change of existing Location of from Hall 7.2a to Hall 5.

APEDA should continue to participate in the trade show at larger scale with subsidized/minimum/ free participation i.e. no fee for participation.

Participation to be allotted in the 40:60 ratio (Old: New exporter).

Allow only those exporters who had develop follow up mechanism during earlier or first years meeting/visit at Fruit Logistica and shown the business development activities after post events.

Organization of Mango promotion programme in Berlin at least for 3 consecutive years.

Embassy of India, Berlin should organized Buyers Sellers meet before the day of events with the participant exporters.

India should invite representative of procurement cell (team) and their top officials of decision making level of the following major players in Germany:

<p>Metro Group (wholesaler)</p>	<p>It operates or supplies a network of 948 food stores and pharmaceutical distribution. Annual Sales of over \$ 12 billion Employee: 65000 Key achievement: sales in 2017 rose 3.0% over those for 2016. (Source: METRO Annual Report: 2017)</p>
<p>REWE (Premium and Quality retail chain supplier)</p>	<ul style="list-style-type: none"> • One of Europe's Largest Retail & tourism groups • HQ: Cologne, Germany • Owns grocery chain REWE & discount subsidiary PENNY • 15,000 or 14728 stores in 2016 (10178 in Germany) • Has grocery stores in 11 other European countries <p>Turnover</p> <ul style="list-style-type: none"> • REWE Group 2016: € 54b • of which REWE supermarkets : € 20.7b • REWE supermarkets have doubled their sales from €10.4b in 2007 • Fruit & veg the strongest driver of this growth in recent years. <p>(Source: Eurofresh 153 Jan/Feb 2018)</p>
<p>ALDI (Retail chain for voluminous quantity)</p>	<ul style="list-style-type: none"> • Number of stores : 493 • Turn over 2016: €2.5 billion (estimates) • Market share 2016 : 7% • Number of DC's: 9 • Number of employee: 6300 • Part of : ALDI North Group, which operated 4789 ALDI stores in 2016 in 2016 in Belgium, Luxemburg, Denmark, Germany, France, Netherlands, Poland, Portugal & Spain. <p>{Source: Distrifood: Nielson Aldi annual report 2016)}</p>
<p>Kaiser (Premium and Quality retail Chain supplier) <i>Taken over by EDEKA Group.</i></p>	<ul style="list-style-type: none"> • EDEKA regional wholesalers directly managed about 1,300 retail outlets, which together generated sales worth approximate EUR 8 billion. • Today EDEKA is Germany's leading group of grocery retailers with about 11,400 stores and an annual turnover of EUR 48,4 billion (Source: Information compiled from Google search)

<p>LIDL (Retail Chain)</p>	<ul style="list-style-type: none"> • LIDL operates 10000 stores across Europe. • HQ: Neckarsulm, Germany • Fifth-largest retailer in the world with sales. • Operating income of €48.9 billion Euro (2013). <p>(Source: Information compiled from Google search)</p>
<p>M & S</p>	<p>An international multi-channel retailer UK turnover from food: £5.6b Sells food in UK at 942 stores Head office: London (Source: Eurofresh 153 Jan/Feb 2018)</p>
<p>CONAD</p>	<ul style="list-style-type: none"> • Conad has 3169 outlets spread across 1483 Italian municipalities an is present in all the country’s provinces and regions. • Its distribution format ranges from the hypermarket to the supermarket to the neighborhood store to the discount store. • (Source: Eurofresh 153 Jan/Feb 2018)

In addition to these APEDA with the help of EoI, Berlin should also organize the business event to showcase India’s strength in Horticultural Produce in collaboration with pro-active importers association/ Chamber of Commerce.



Inauguration of APEDA pavilion at Fruit Logistica 2018 by Smt. Paramita Tripathi, Deputy Chief of Mission, EoI, Berlin Germany



After inauguration of APEDA pavilion by Smt. Paramita Tripathi, Deputy Chief of Mission, EoI, Berlin Germany visited and enquiry with participant exporter



Aesthetically design APEDA pavilion at Fruit Logistica 2018 (7-9 February 2018)