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# **REPORT ON APEDA'S PARTICIPATION IN WORLD FOOD MOSCOW, RUSSIA FROM 14-17 SEPTEMBER, 2015**

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**Report Submitted By :**

**R. K. Mondal, Dy. General Manager  
&  
Roseleen David, Sr. Office Executive**

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## **WORLD FOOD 2014 MOSCOW**

- 1. Place and Venue: EXPOCENTRE FAIRGROUND MOSCOW, RUSSIA**
- 2. Date of the Event: 14<sup>th</sup> – 17<sup>th</sup> September 2015**
- 3. General description about the event / trade fair:**

The World Food Moscow Exhibition is Russia's Premier International Exhibition for the Food and Drink Industry where the world of Food meets Russia. In its 24<sup>th</sup> year, World Food Moscow continues to provide suppliers in the food and drink industry with a great opportunity to meet buyers in one of the world's most sought-after growth markets - Russia.

The exhibition featured product sectors like fruits and vegetables, seafood, drinks, oil, fats and sauces, frozen and convenience foods, tea and coffee, confectionery, meat and poultry, dairy products, canned foods, and grocery products.

- 4. APEDA stand details - area, location:**

Ministry of Commerce & Industry approved APEDA's participation in World Food Moscow 2014, Moscow, Russia during September 14-17, 2015. Shri RK Mondal, Dy.General Manager and Ms Roseleen David, Sr. Office Executive co-ordinated APEDA's participation in this fair.

For India Pavilion, APEDA took a total space of 100q.mtrs for organizing its participation during the event. APEDA Pavilion was set up in Hall No. 8 at the Expo centre Fairground, Moscow. Eleven exporters participated in the event and displayed a range of food products like basmati rice, processed foods, Ready to eat products, Dried Vegetable, Ground Nuts, snack foods, sweets, etc. APEDA organized promotion of Indian Basmati Rice, Indian snacks.

## 5. INDIVIDUAL PARTICIPATION

The entire APEDA pavilion was well lit and sufficient India branding was done with a concept of tri-colour.

### SIGNAGE AND GRAPHICS

While designing and setting up of the India Pavilion, the key consideration was the uniformity in the color schemes. The signage and graphics were intended with one message of promoting agro food products of India.

## 6. DETAILS OF PARTICIPANTS

The following two officers of APEDA present at the show:

1. Shri R K Mondal, Dy. General Manager
2. Ms. Roseleen David, Sr. Office Executive

### Following Indian companies participated along with APEDA:-

1	GHANSHYAM TRADERS
2	SHREEJI DEHYDRATE EXPORT
3	CHATARIYA DEHYDRATES
4	KHEDUT FEEDS AND FOODS PVT LTD
5	GLOBAL GROUP OF COMPANIES
6	SAAZ FOODS
7	FINE FOODS INDUSTRIES
8	SARR ENTERPRISES
9	DAKSH FOODS
10	S K INTERNATIONAL
11	NATURAL DEHYDRATED VEG. (P) LTD.,

M/s HMA Agro Industries Ltd., M/s Fair Exports, M/s Al-Nasir Exports Pvt. Ltd., M/s Amroon Foods Pvt Ltd., M/s Abbott Cold Storage Pvt. Ltd., of meat exporters were the other independent participants.

## **7. Samples and products displayed**

Dried and Dehydrated Onion flakes

Onion Powder

Potato Powder

Gherkins

Pea nuts

Ground Nuts

Basmati Rice

Biscuits

Indian Sweets

Namkeen

Ready to Eat

## 8. Special campaign undertaken during the exhibition

### Wet Sampling of Indian Basmati Rice

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 bee-line for testing of unique cuisine. The visitors appreciated the Aroma and taste of Indian Basmati Rice.







## 9. Involvement / support of Embassy:

APEDA was in regular touch with Indian Embassy and has been taking their help and guidance for our participation in the event. The Indian Embassy was very supportive and positive. The Senior officials from the embassy visited APEDA pavilion and discussed various issues with Indian participants to have a better market access in Russia market for Indian products.

The exhibition commenced at 1000 h on 14<sup>th</sup> September 2015 APEDA pavilion was tastefully decorated with posters and 11 counters for individual exporters. The products on display were dried and dehydrated onion flakes, onion powder, potato powder, tomato powder, snack items of various kinds, biscuits, gherkins, mango pulp, peanuts, ready-to-eat preparations, rice products etc.

The first day of the exhibition, Dr. Amit S Telang first Secretary, Embassy of India, Moscow visited the APEDA pavilion and had a brief interaction with the APEDA official and exporters. For assisting APEDA and exporters with the language, we had engaged 2 Interpreters for 14-17<sup>th</sup> September 2015 to assist the language barrier.

Though on the first day general visitors outnumbered serious business interests, on second and third day larger number of business interests visited the exhibition.

The Embassy of India had arranged the Dinner on 16<sup>th</sup> September, 2015 wherein, the participants of World Food Moscow 2015 from India, APEDA's Officials and few Importers from Russia were invited.

The Embassy had called a meeting with the APEDA Official's and with the exporters on 17<sup>th</sup> September, 2015. Accordingly, Mr R K Mondal Deputy General Manager, APEDA visited Embassy of India along with the Exporters for the meeting where Dr. Amit S Telang , First Secretary was also present. Mr. R K Mondal, DGM, APEDA briefed about the participation of APEDA in the World Food Moscow 2015 and the potential items of export form India to the Russian Federation.

## 10. Feedback of the participants

The participating exporters' 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.

During the event the following enquiries/contacts were generated at APEDA counter. This is over and above the enquiries that individual exporters generated.

S.No.	Name of the Visitor	Contact Details	
1.	Sh. Arvind K Kulshrestha MD	Schiehavenkade 428, 3024 EZ Rotterdam, The Netherlands Ph: +31 108412950, Fax +31 10 8403661 Mobile + 31 651896950 E-mail: <a href="mailto:arvindkulshrestha@akfoodinternational.com">arvindkulshrestha@akfoodinternational.com</a> Website: <a href="http://www.akfoodinternational.com">www.akfoodinternational.com</a>	Gherkins
2.	Sh. Suresh Chief Executive Officer	M/s Patson Agro Exports Pvt. Ltd., M/s Patson Preserved Vegetables Pvt Ltd. 402, 4 <sup>th</sup> Floor, Nakoda Court, Sanghvi Compound, Shivaji Nagar, Pune 411 005. Ph: 020 255 30661	Gherkins
3.	Shri C Ashok Rose Marketing Director	389/2, 42/2, Kulathur(po) Vedasandur(Tk) – 624005, Dindigul, TamilNadu	Gherkins
4.	Shapkin Valentin, Director	Trade company E-mail: v.shapkin@vilux74.ru	Tea
5.	Ms Lily	M/s Uniseed (GANSU) Co. Ltd.,	Seeds



	Manager	XiaoTun, Linze ZhangYe, Gansu 734202, China  Tel/Fax: 00869365601858 Mobile: 008618910351936	
6.	Ekrem Iscan Company Manager (seeds)	Ph; +90 (224) 676 93 10 Mobile: +90 533 341 90 13	Seeds
7.	Binal Patel, Sr. Export Manager	Milan Seeds Corporation (I) Pvt. Ltd., (A Govt. Of India Recognised Export House) 803/804-B, The Imperial Heights, 150FT, Ring Road, 360005. Rajkot Gujarat.	Dehydrate d Onion/Garli cs/Peanut
8.	Jagpreet Lamba, Director	Chernishevskogo pereulok 15 127473, Moscow, Russian Federation Mob: +7 (965) 330-71-47 E-mail: Jaggilamba9@yahoo.com	Cucumber
9.	Begjanov Hansahat, Board Member	The Union of Industrialists and Business of Turkmenistan, 744015, Turkmenistan, Ashgabat, P O Box 21	To Know about APEDA
10	Murad Sagaev	Mob.+ 79261686277 E-mail: <a href="mailto:msagaev@hotmail.com">msagaev@hotmail.com</a> Seeking information on Meat	Meat
11.	Dr. Khabush Tarik,	Freshcity Mob: 7(495)995-01-00 +7(985)231-97-88 E-mail: <a href="mailto:tark@frcity.ru">tark@frcity.ru</a>	Fresh Fruits and Vegetable
12.	Gaurav S Patil	Mob: +79214278001	Fresh fruits and Vegetable
13.	Regina Gordeeva General Director	Expert Management International Marketing Centre 117105, Moscow E-mail: salesinrussia.com	

14	Ch. Athar Maqbool Chief Executive	MRM Foods (Pvt) Ltd., Ph: 92 606 811218 Mob: 92 300 8480761	Sesmee Seeds
15	Shri Sanjay	+79263488792 <a href="mailto:Sanjuray80@mail.ru">Sanjuray80@mail.ru</a>	Indian Grocery
16	Venicidusamy Ahandaraj	Mob: 7911244153 St. Petersburg, Russia	
17	Rajan Putnerdh	919833140603	To Know about APEDA.
18	Mohamad Moghjeb	+201002657000	Export their product to India
19	Ashanin Semion	+79167931331	To Know about APEDA
20	Rupesh Kumar	IP "RUPESH KUMAR GAUTAM" 26 <sup>th</sup> Bakinskikh Kommissarov, House 9 1 <sup>st</sup> Floor Room No. 12 119571, Moscow Russia	Meat

Apart from the above there were numerous visitors who tasted the snack items at the APEDA pavilion and showed keen interest in the taste of products like biscuits, snacks etc.

## 11. Promotional Materials Developed

**Show Guide:** A show guide which had information on all the participants in the India pavilion was developed in Bilingual language Russian as well as in English Language was distributed during the exhibition.

## **12. Recommendation:**

Russian market is strategically important for India's exports and consumers visiting the APEDA pavilion showed keen interest since they liked the taste of various Indian snack and processed food items.

There is a strong need for organizing tastes sampling campaign of high potential products in the Russian market on a repeated cycle basis so that a strong recall memory could be created in the ethnic consumers. There are a large number of Indian students in Russia but they do not constitute a major market per se due to limited purchasing power capacity. Therefore, there is a need for generating strong taste for Indian products amongst the ethnic consumers in Russia. While the Indian Embassy in Moscow could assist APEDA in providing contacts of reliable importers and regulatory requirements for importation of products from India, exporters could also create awareness about their products by sending their profiles and product literature to the Indian Embassy. The Embassy would display these brochures appropriately for dissemination amongst visiting business interests.

APEDA must participate in more food fairs in Russia and CIS countries on a regular basis for fulfilling the above objective and also to understand the logistical and regulatory requirements of Russia.

