

REPORT ON APEDA'S PARTICIPATION IN



**SHANGHAI NEW INTERNATIONAL
EXPORT CENTRE (SNIEC),
SHANGHAI, CHINA**

14 - 16 November 2017

APEDA'S PARTICIPATION IN 21ST FOOD AND HOTEL CHINA

Background

Food & Hotel, China is one of the premier exhibitions which attract good number of buyers. Over the years, FHC China has confirmed its position as the leading and important international trade show for professionals of food and beverage industry in China. The major products exported from India to China are guar gum, groundnuts, Cocoa Products, other Processed Fruits & Vegetables, Miscellaneous Preparations, Mango pulp, milled products, floriculture, casein, fresh grapes, fresh onions, wheat, dried & preserved vegetables, fruits & vegetables seeds, alcoholic beverages, biscuits, processed food, etc. India exported to the tune of 76 million USD in 2016-17 whereas India imported to the tune of USD 250.46 millions of agri products. The major import items are apples, vegetable seeds, kidney beans, pears, etc.



Hon'ble Ambassador of India, Beijing wrote to Commerce Secretary to promote market access for Indian agricultural products in China vide which it was recommended that APEDA could contemplate participating regularly in the various agricultural fairs and food expos organized in China.

APEDA participated in 21st Food & Hotel China 2017 Exhibition held from 14 – 16 November 2017 at Shanghai New International Centre (SNIEC), Shanghai, China. The total exhibition area is 85,000 sqm. There were 2,450 companies overall from 69 countries who participated in the event.

APEDA booked a space of 54 sq mtr in hall N3 at a strategic location 3cd09. There were 8 exporters participated along with APEDA. Individual stalls were allotted to seven exporters of fresh mango, grapes and mixed vegetables, processed food pulp, freeze dried, whole spices, *Haldiram Namkeen*, Biscuits & Daily Grocery , Frozen fruits & vegetables, ready to eat products, other processed products, mango pulp, Grocery and spices whole & powder, Basmati rice, Non Basmati, Rice bran oil, Dried and preserved vegetables, other processed fruits and vegetables, misc preparations, and concentrates, processed food products, etc. Further there were two exporters of meat products, namely M/s. Allanasons and M/s. Al Kareem also participated in the event in the meat segments and also visited APEDA stall and displayed their publicity material.

The individual stalls were constructed under Shell Scheme. However, to give the Pavilion, Indian Branding, the same were organized through the exhibition organizers. The Pavilion was given Indian Theme by using Indian Tricolor flag. Overall, the design was appealing and eye-catching from a long distance also.



(Hon'ble Shri Anil Kumar Rai, Consul General of India, Shanghai inaugurating the India Pavilion along with exporters and APEDA officials)

India's Pavilion was inaugurated by Consul General of India in Shanghai, Shri. Anil Kumar Rai, on the 1st day i.e. 14th November 2017 at 11.00 a.m., in the

presence of all the exporters and officials from CGI, Shanghai. Shri. Rai took keen interest in the products sampled and displayed by the exporter and give valuable suggestions for increasing exports to China. CGI also enquired about product ingredients, preservatives used and intrinsic quality of the products on display at each of the stall in Pavilion. He also enquired upon distribution channels in Chinese market and took keen interest in its packing and labeling. He also tasted the Indian beer being sampled in Indian pavilion and other ready to cook products. He wished good business to all participants. Citing that China is increasing its infrastructure activities in and around Nepal as Nepal can be used by China for not only as manufacturing Hub but can also be used for exports wherever Nepal has got duty concessions and the country is getting conveniently connected to other parts of China, CGI impressed upon a strategy for Indo- Chinese business through Indo-Nepal corridor. He also informed that by establishing the production hubs in Indo Nepal common territory India can use market access and duty concessions of Nepal in many countries where India can not export directly, considering the future prospects.



Following exporters participated in the Exhibition:

	Exporter	Nominated Person with Contact Details	Products
1	M/s. Gurukrupa Corporation, Mumbai, Maharashtra,	Mr. Nilkanth Pednekar, Export Head Mob: 08169935276 09506188986 Email: gurukrupa.corps@gmail.com	fresh mango, grapes and mixed vegetables, processed food pulp, freeze dried, etc
2	M/s. Panicle Foods Pvt Ltd., New Delhi	Mr. Saket Sharma Mob: 07082217003 Email: ashwanithakur@paniclegroup.com	Basmati rice, Non Basmati, Rice bran oil

3	M/s. Universal Brand Distribution (India), Mumbai	Mr. Hemant Motwani (Partner) Mob: 08291274655 Email: ubdindia@gmail.com	Whole spices, Haldiram Namkeen, Biscuits & Daily Grocery.
4	M/s. Taj Frozen Foods India Limited Mumbai	Ms. Swati Palker, Managing Director Email: sandhya@tajfoods.net (M) : +91 9321882154	Frozen fruits & vegetables, ready to eat products, other processed products, mango pulp, mango dices & slices
5	M/s. Tru Value Overseas Pvt Ltd. New Delhi	Mr. Ajay Chawla Director Mob: 9810257444 Email: ajay@truvalueoverseas.com	Grocery and spices whole & powder
6	M/s. Indian Foodtech Ltd., New Delhi	Mr. Ashok Ruhil, CMD Mob: 9810122784 Email: amarnath@indiansfood.in	Dried and preserved vegetables, other processed fruits and vegetables, misc preparations.
7	M/s, Radha Krishna Impex Pvt Ltd., New Delhi	Mr. Vishal Swaika Mob : 9342312212 Email : BLR@kediafresh.com kedial@kediafresh.com	Indian fruits pulps and concentrates, processed food products.
8.	M/s. India Potatoes Ltd,	Dr. Satyen Yadav Director Mob: 9711136325 Email: info@ipl.co.in	Dried and preserved vegetables, other processed fruits and vegetables, misc preparations.

M/s. Universal Brand Distribution has a very strong base in China with several Grocery Stores running in the name of Bhoomi China. M/s. Universal Brand Ltd had done the wet sampling of kingfisher beer on all three days utilizing their Chinese staffs and ushers which was very impressive and large number of people thronged themselves at their stall on all three days.



M/s. Universal had also done their products branding in Chinese language for easy understanding of the Chinese people.

Similarly, M/s. Taj Frozen Foods had done wet sampling of Indian delicacies under Frozen and Ready to Cook segments products such as *Samosa*, *Batata vada* and, *parantha*. On the request of the exporter, APEDA had specially arranged deep freezer and a fryer for them. General public were scene in large number at their stall to savor the Indian taste.



M/s. Panicle Foods Pvt Ltd., New Delhi and M/s. Radha Krishna Impex had displayed Rice and Rice Brand Oil and Mango Pulp in Retort packing respectively and were reported to have received a good response of their products.



M/s. Indian Foodtech Ltd., New Delhi, M/s. Gurukrupa Corporation, Mumbai and M/s. Indian Potatos Ltd have also got enquires about their products such as Ready to Eat and other fresh produce.

APEDA's stall was managed by Mr. U.K. Vats, General Manager and Mr. C.S. Dudeja, Accountant. The services of Chinese interpreter was also hired collectively for APEDA stall and the stalls of other exporters. APEDA stall has also received a number of queries which has been collated and enclosed with this report.



Along with FHC, there were some concurrent event were held on Food and Beverages, Tea and Coffee and Wine. On the first day, the organizer had also hosted an evening to show the progress of organizing the events in China

Business generated by Indian exporters through FHC China

	Exporter	Business USD	Likely to be finalized USD
1	M/s. Gurukrupa Corporation, Mumbai, Maharashtra,		40000
2	M/s. Panicle Foods Pvt Ltd., New Delhi	10000	15000
3	M/s. Universal Brand Distribution (India), Mumbai	38000	50000
4	M/s. Taj Frozen Foods India Limited Mumbai		20000
5	M/s. Tru Value Overseas Pvt Ltd. , New Delhi	190000	85000
6	M/s, Radha Krishna Impex Pvt Ltd., New Delhi	No committed orders	

Suggestions and Conclusion:

Food and Hotel China Exhibition has being witnessing larger participation year after year considering a big potential in the Chinese market. There were 2,450 companies overall from 69 countries who participated in the event. Most of the Indian exporter had reported good business and good future prospects. Products such as Snacks, Pickles, Basmati rice, milled products, ready to cook, beer, mango pulp, Haldiram products, rice bran oil, sesame seed, spices and oil, etc. have received encouraging response. It was felt that language is a big barrier for entry into Chinese market. Sufficient time is required for printing of publicity brochures, packing and labeling, etc in Chinese language.

Exporters have suggested for larger participation of India with bigger individual space for each exhibitors. One of the suggestions came from the exporters is that APEDA should organize one post exhibition meeting to bring identified parties from the host country and interested Indian participants during exhibition.

List of Visitors and Importers at APEDA's Pavilion in FHC 2017, Shanghai, China

S.No	Company	Interests/Remarks
1	MELISSA GOH (Sale Manger) MONTGOMERY ASIA Mob: +6598804126 E-mail: Melissa.Goh@montgomeryasia.com Address: Suntec Singapore, I /Raffles Boulevard, Suntec City, Singapore- 039593	To promote Indian Specialty Products in Singapore
2	Omar Ahmed Salem (BSG) Omar Mohamed Balahmarson's Co. Tel:966 126476813 Fax: 966 1264722235 Mob: 966503379174 008615622719944 (China) P.O.Box 101 Jeddah 21411 Saudi Arabia E mail- omer@balahmargroup.com www: balahmargroup.com	Interested in Imports of Mango pulp from India to Saudi Arabia.
3	REN HAIBO, (Market Service Dept. Deputy Director) Ningbo Imported Commodity Exhibition & Trade Center Co., Ltd Tel : 86-574-87052045 Fax : 86-574-87990531 Mob :13605742202 E-mail: shelleyren@163.com Web : www.nbimp.com Address:RmC-012, F3, Hall9, #181, Huizhan Rd, Ningbo, China	Coordinator of Imports in China
4.	LUCIA BUONO (Overseas Development Managerd) IFA Guangdong (China) Imported Food Association Tel : + 862083812564 E-mail: lucia.buonc@food2china.com Web: www.gdifa.org.cn Address:Rm.2302,DS Building, No.538, DezhenaBel Rd, GuangZhou, P.R.C	Coordinator of Food and Agri Products Imports in China
5	Flona Huang (Sales Manager) UBM China Tel : + 86 216157 3981 Fax : + 86 21 6157 7299 Mob : + 86182 0173 6620 E-mail: Flona.hugng@ubim.com Web: www.ubm.com Address: 9F Ciros Plaza, No. 388 West Nanjing Road	Baby Food show (25-27 July 2018)
6	ANNA (Project Department) VANHANG Tel : +86-21-61762708 Fax: +86-21-60893456 Mob: 86-135 4515 4517 E-mail: liuchan@vanhang.cn Web : www.vanhang.cn	Customs Agents Clearing Agents also logistics
7.	Jade Hong Int'l Manager CHINNO EXHIBITIONS Tel : + 86-21-61621009/18516315560 E-mail: 18516315560@163.com Address: Room 342, No.3058 Pusan Road, Pudong Shanghai.	Fruit and Vegetables focus Nov 2018

8	<p>Toby Shen (Sales assistant) Angliss shanghal Food Service Limited Tel : (86)5718681 Fax : (86) 13685527926 E-mail: toby.s@anglissshanghai.com Web : angliss.com.hk Address:No. 4001, 4th Floor, Building 1. No. 1191. Linding Road, Jinanggan District, Hangzhou City</p>	Butter
9	<p>Guiora Kaplan Nares Group Tel : +59827111965 Fax : +59827111965 Mob: +59895971031 E-mail: guiorakaplan@naresgroup.com Web : Address:Ellauri 794, suite 802 Montevideo/Uruguay</p>	Beef Supplier to China
10	<p>Jo. Huang (General Manager) Shen Zhen Zheng Dong Import & Export Co., Ltd Tel : 86-755-22743606 Fax : 86-755-22743606 E-mail: kp/jiang@szzdjck.com Address:3rd Floor, XinLianHua Logistic. No290 BelShan Rd. Yantian Distric Shenzhen. China</p>	Importer
11	<p>Anna Petrosi (Director) PETROSI GROUP PVT LDT Tel : 0061280074727 Fax : 00612 80887812 Mob: 0468451112 E-mail: info@petrosigroup.com.au Web : www.petrosigrop.com.au Address: Level 25/88 Phillip St Sydney Australia NSW 2000</p>	Processed Vegetables, Pickles, Fresh Vegetable into Australia
12	<p>Jordan Yang (Sales Representative) Angliss shanghal Food Service Limited Tel : (86)571 87438030, 571 86810196 Fax : (86) 13685527926 E-mail: Jordan.y@anglissshanghai.com Web : angliss.com.hk Address:No. 4001, 4th Floor, Building 1. No. 1191. Linding Road, Jinanggan District, Hangzhou City</p>	All Foods & Spices
13	<p>Daniel Shen (Commercial Clerk Consulate General of India Shanghai) Tel No: 021-062758882*23 Fax No: 021-62956892 Mob: 86-13122907398 1008, No.2201 Yan'an (West) Road Shanghai-200336 P.R. China Email: commercialsection@indanconsulate.org.cn Web : www.indianconsulate.org.cn</p>	From CGI, Shanghai
14	<p>Yuan Wei Xingl (Commercial Officer) Consulate general of India in Shanghai Tel No: 8621-627017331 Fax No: 8621-62956892 Mob: 15000937830 Email : moff@indianconsulate.org.cn Web : www.indianconsulate.org.cn</p>	All Foods & Spices

15	<p>Karine Han . Regional Director of International Business Dept) JUMORE E-COMMECE CO., LTD (NDUS FOOD) Tel: 8657189801700, 8618606716167 Email : hanjunqi@jumore.com Address: 25F, Anno Domini Mansion South Building, No.8 Qiushi Road, Hangzhou, China</p>	Importer
16.	<p>Moore Wang (Merchants Director) GFBEX (Global food & Beverage Expo) Tel: 4006580532 Mob: 86-13954209658 Email : moore.wang@sinoexpogroup.com Webchat: sinoexpro2017 Web : www.gfbex.com Address :17/F, Jiajie Plaza, No. 1727 Sichuan North Road, Shanghai, China.</p>	Exhibitions
17	<p>Nils-Hoger Glomme, (Global Brand Manager) KOELNMESSE Koelnmesse GmbH Messeplatz 1, 50679 Cologne Germany Tel : 49 221821-2374 Fax : 49 221821-3949 Mob : 4917612562848 Email: n.glomme@koelnmesse.de Web : www.koelnmesse.com</p>	General
18	<p>Jeffrey Au (Assistant Project Director) FHA (FOOD AND HOSPITALITY) Tel : + 656233 6638 ,6562336652 Mob : 6586126166 E-mail: Jeffrey.au@ubm.com Web : ww.ubm.com Address: 10 Kallang Avenue, #09-16 Aperia Tower2 Singapore-339510</p>	General
19	<p>Chen Dongsheng (Head of China Market) ABC Fruits Tel : + 91 4343 265161 Mob : +86 186-6398-4298 E-mail: abcfruits_ch@qq.com Web : www.abcfruits.net Address: Factory- Ankinayanapalli – Krishnagiri On Chennai – Bangalore Highway Tamil Nadu, India, Pin-635104</p>	Visitor
20	<p>Ningbo Seastory United Technology Co., Ltd. Tel : + 86-18857416789 E-mail: 2355471328@qq.com Http:// www.seastory.cn Address:No.1038,2nd Floor, Hall No. 10, 181#,Huizhan Road, Jiangdong section, Ningbo, China</p>	Want to purchase Kinder Joy Chocolates in large quantity
21	<p>Paulo Ignacio Uhlmann FACTOALL CHINA Tel : 55479968440 E-mail:commercial@factoall.com Web : www.factoall.com Address: Home Office:- Rua Bertoldo Jacobsen, 1.200. Seminario. Head Office- Customs Assessoria em Comercio Exterior Rua</p>	General

	Almirante Temandare, 188. Centro Itajai. SC. Zipcode 88301-430	
22	Sylvia Chen (Business Specialist) Guangzhou Informa Yi Fan Exhibition Co., Ltd. Tel : +86-20-29191522 Mob : +86-13416340535 E-mail: Sylvia.chen@informa.com Web : www.infechina.com Address: Room 1103-1104, No. 996 Xin Gang Dong Road, HaiZhu Distirc, Guangzhou	Exhibitions
23	Tay Lyn 86 Links Network Technology Co., Ltd Tel : +86 021-62250693 Fax : +86 021-62250690 Mob : +86 15618257075 E-mail: Izheng@86links.com Web : www.86links.com Address:3F, No.6 Lane 288, Tongxie Rd, Changning District, Shanghai, China-200335	Exhibitions
24	Reginaldo Silva (Key Account) MFDM Your World Wide Trading Company Tel : +351-218 030 683 Mob : +351- 938090657 E-mail: regoma;dp@asmppsas,arcas.pt Web : www.asnossasmarcas.pt Address: Alameda dos Oceanos N 41 R 1990-203 I Parque das Nacoes Lisboa, Portugal	Exhibitions
25	Sandro Santos (General Manager Brazil) EURO BOLT Tel : +55 21 31289979 Mob : + 55 21 99703 4090 E-mail: sandro@euroboltgroup.com.br Web : www.euroboltgroup.com.br Address: Rua Mogimirim, 95 Benfica, Rio de Janeiro RJ 20911-240- Brasil	Visitor collaboration from Brazil
26	Martyn Cox (Project Director) UBN ALLWORLD Tel : +44 20 75604327 Mob : +44 7976 887 069 E-mail: martyn.cox@ubm.com Web : www.ubm.com Address: UBM Allworld 240 Blackfriars Road, London, SE1 8BF,UK	Exhibitions
27	Paul March (Managing Director) UBN ALLWORLD Tel : +44 20 75604301 Mob : +44 7976 886977 E-mail: Paul.March@ubm.com Web : www.ubm.com Address: UBM Allworld 240 Blackfriars Road, London, SE1 8BF,UK	Exhibitions
28	Celia Hou Shanghai golden Commercial Co. Ltd, Tel : (86-21) 31169360, 5013-1760 Fax : (86-21) 50131761	Importer

	E-mail: celia@goldenexpo.com.cn Web : www.goldenexpo.com.cn Address: Room 2001-2002 No2, Maji road, Pllot free Trade Zone, 200131, Shanghai, P.R. China	
29	Alston Tian (Vice Department Manager) KOELNMESSE CO., LTD Tel : +86 10 65907766-736 Fax : + 86 10 65906139 Mob :+ 86 13911015889 E-mail: a.tian@koelnmesse.cn Web : www.koelnmesse.cn Address: Unit 0906 Landmark Tower II, No. 8 Deongsanhuan N. Rd., Beijing 100004 China	Exhibitions
30	Koelnmesse All About Food Tel : +86106590- EXT-760 E-mail: j.xu@koelnmesse.cn Address: China National Convernition Center (CNCC)-Beijing China 2018/11, 21-23	Exhibitions
31	Lisa Wang (DGM) MSDTER EXPO Tel : +86-21-60908328, 60908282 Fax : +86-21-60908286 Mob: +86-13524107392 Web : www.masterexpo.cn Address: A: Room 206. No. 229, Baochun Road, Minhang District, Shanghai	Exhibitions
32	Henan Best Foods Co., Ltd Tel : (86-21) 3339 8398 8356, 33398399 E-mail : anna.wang@osifoods.com.cn Address: No.2. Gong Ye YI Road, Insdstry Cluster Area, Xihua county, Zhoukou City. Henan Province P.R	Visitor
33	Ray Young (Project Mnager) CIEF Operation Department (International Pavilion) Tel : 86-20-89138585 Fax : 86-20-89138550 Mob: 13922269827 E-mail : YR@ cantonfair.org.on Web : www.cfic.org.on Address: No.382 Yuejiang Zhong Road, Guangzhou 510335, China	Exhibitions
34	Timber Tian (Project Mnager) CIEF Operation Department (International Pavilion) Tel : 86-20-89138585 Fax : 86-20-89138550 Mob: 13922269827 E-mail : timer@ cantonfair.org.on Web : www.cfic.org.on Address: No.382 Yuejiang Zhong Road, Guangzhou 510335, China	Exhibitions
35	International Tongyu Tel : 021-66366140, 66581077 Fax : 021-66366142 Mob: 18702120992	Visitor

	E-mail: 549531870@qq.com Address: RoomC116, No 150 Zhennan Road, Putuo District, Shanghai	
36	Ken Feng Taste Fashion Cooking Tel : 0121-36360116, 36360117 Mob: 18621769998 E-mail: shanghai@cacc-china.com Web :www.cacc-china.com Address: Room 301, Floor 3, No. 23, Bailli Road, Bantizn Street, Longgang District, Shenzhen	Importer
37	Shin dadong Mob: 186-9670-2551 E-mail: hxx@shindadong.com.cn Address:2F, No.80-6, Gongyou Road, Wenquan, Weihai, Shandong	Importer
38	Chloe Tan (Customer Services) CHINA EURO SERVICES LTD. Tel :08675526604137 Mob: 08618682434114 E-mail: logistics@chinaeuro.cn Address: Rm 1003, 10 Fl Boss Com. Center, 28 Ferry Street, Kowloon, Hong Kong	Importer
39	JSY , SHANGHAI JI SHENG YUAN INTERNATIONAL TRADE CO. LTD Tel : 13651830996 E-mail: cookie_wang@foxmail.com Web : Address: No.3112, Building 3 No.551. Zhenda Rd	Importer
40	HUA LAITE Tel : 298051411 Mob: 18025599335 E-mail:sttonywuleteng@163.com Web : www.hualait.com.on	Importer
41	Greg. Eng (Sales Representative) He Fel Russell Brewing Co., Ltd. Tel : 021-63332950/63332951 Mob: 15502145931 E-mail: Greg.eng5@foxmail .com Address: 2504 No.885, RenMin Rd, HuaiHai China Building, HuangPu districe, Shanghai, China-200010	Importer
42	Caesar Ma AGT FOOD AND INGREBIERTS (TIANJIN) CO. LTD. Tel : +862223521777 Ext 8078 Fax: 862223534777 Mob: +8613821124908 E-mail: Caesar@agtfoods.cn Web : www.agtfoods.com Address: No.97, Huanhexi Road Airport Economic Area, Tianjin, China	Importer
43	Du Hai Jing (Managing Director) Tel : (86-991)2178600, 2323319 Fax: (86-991) 2819350	Importer

	<p>Mob: 13999151516 E-mail: xjlantianfood@sina.com` Address: No.304 Jian Guo Road, Urumqi Xinjiang China Post Code: 830002</p>	
44	<p>Lee Yoke Leong (Managing Director) BENTONG GINGER HOUSE SDN BHD Mob: +6012-2787310 E-mail: lyl@restorer.com.my Address: No. 75-75, Jalan Chui Yin,28700 Bentong, Pahang. HQ No. 29-1, Jalan 6/155, Tmn Perindustrian Bukit OUG, 58200 Wilayah Persektuan Kuala Lumpur.</p>	Importer
45	<p>Tee Chai Hwee (Business Manager) Yong Wen Food (S) Pte Ltd Tel: (65) 62668100 E-mail: YWG-chaihwee@yougwengroup.com Web : httpwww.yongwengroup.com Address: 24 Penjuru Road#05-06 CWT Commodity HUB SINGAPORE-609128</p>	Importer
46	<p>Suchkov Alexander (Chairman of Board) RM GROUP Tel : +7 (495) 926-30-96 Mob: +7 (917) 55-888-55 E-mail: A.Suchkov@RMcapital.ru Web : www.RMCapital .ru Address: 1-st Magistrainy tupik 11/1, Business centre Yard Moscow. Russia-123290</p>	Importer
47	<p>Denis Muntian (Head of Export Department) KLIN Tel : +7 (495) 258-76-36 Mob: +7 (977) 8385882 E-mail: export@kinsnacks.com Web : www.klinsnacks.com</p>	General