

APEDA's participation at World Food Kazakstan from 6th to 8th November, Almaty, Kazakhstan

As per the approval of the competent authority undersigned organized APEDA's participation at World Food Kazakhstan which was held in Almaty, Kazakhstan from 6th to 8th November 2019. APEDA took a space of 120 sq. mtr where 8 stalls were constructed and given to the exporters who had confirmed their participation with APEDA in this event. APEDA pavilion was beautifully decorated. Out of the 8 exporters 2 could not participate due non receipt of the visa. However one of them had sent their display materials and visiting card for which an attended was arranged to reply to the queries to the visitors on behalf of that company. There were 3 exporters who had exhibited tea, two exporter were from animal products exporters and two were on gharkins and other processed products. The list of the exporters participating in the event is attached (Annexure I).

The event started on 6th November 2019. Display of processed food products like pickles, chutney juice, Bhut jolokia chilli sauce, snacks food products like alu Bhujia, mixture chips were beautifully decorated. Two hostess cum interpreter were hired to attend to the visitor most of whom did not speak English. The Second Secretary, Consulate of India , Almaty, Kazakhstan Mr. Martin Cyrial had visited APEDA stall and interacted with the exporters who participated in APEDA pavilion. The APEDA stall was also visited by His Excellency the Ambassador of Indonesia Mr. Tretyakov Andress and his supporting staff and tasted some products like Bhut Jolokia Chilli sauce and chips etc and appreciated the products. APEDA also arranged for wet sampling of Vegetable and Chicken biryani during the exhibition which attracted lot of visitors and wanted to know about its preparation method and where such products could be bought.

For better exhibition and display of the APEDA stall the organizer had given award to APEDA. Some photographs of the event are trade enquires generated during the event are attached.



Visit of Second Secretary of CoI, Almaty, Kazakhstan to APEDA stall



One of the stall given to the exporter in APEDA pavilion visited by second secretary during World food Kazakhstan 2019.



A view of the APEDA stall during interaction with the visitors





Wet sampling of Biryani at the event



Award received by APEDA from the organizer of World Food Kazakhstan