

AIREA'S REPORT ON PARTICIPATION IN INDUS FOOD 2021



**INDIA EXPO MART , GREATER NOIDA, UTTAR
PRADESH**

20-21ST MARCH, 2021



VinodKaul, ED

PriyankaMarwah, O.E.

The Event

The fourth edition of INDUS FOOD 2021 was held at India Expo Mart, Greater NOIDA during 20th and 21st March, 2021. This is a major Food and Beverages exhibition which has grown over the four year journey of its inception. The event is known for inviting a large number of overseas delegation from different countries which helps in Indian F&B industry to build on the positive momentum maintained despite COVID-19 pandemic.

This year's event featured 330+ exhibitors and 800+ prominent industry buyers from 54 countries. The event also hosted state pavilions of J&K, Haryana, Odisha and Tamil Nadu.

AIREA'S PARTICIPATION

AIREA had secured 27 SqMtr stand at the event in which Posters reflecting various areas of activities it conducts viz training of farmers, product testing laboratories and other infrastructure facilities of the rice industry. Since BEDF is integrally connected with the pre harvest activities of Basmati rice, various cut outs of farm based activities of BEDF were also displayed at the stall.

The participation was coordinated by MrVinod Kumar Kaul, ED and MsPriyankaMarwah , Office Executive with support from staff members Mr Mahesh Singh and Mr Sunil Kumar.



Views of AREA stall



Views of AIREA Stand displaying posters and samples of rice from DRRK, MOI Commodities Shree Gajanan industries and kalanamak from SAMPNDA



MsRohra of Embassy of India, UAE at AIREA stand

INTERNATIONAL PARTICIPATING FOREIGN BUYER DELEGATIONS

There were buyer delegations from countries like Afghanistan, Egypt, Nepal, Tajikistan, Bangladesh, Iraq, Palestine, Turkey, Belarus, Lebanon, Russia and Uzbekistan.

The major global retail chains present were Apna Foods and SLT foods from USA, Grand Hypermarket, Lulu, Al-Safeer Hypermarket from GCC, Carrefour from GCC & France, X-5 Retail from Russia, Finest Superstore from Afghanistan, BIM Supermarket from Turkey and Morocco, Rewe, Lidl, GFT from Germany and Swapno from Bangladesh.

STATE REPRESENTATIONS

Various states had set up their pavillia like Tamil Nadu, Odisha, UT of J&K, Haryana etc.

PRODUCT RANGE ON DISPLAY AT THE EVENT

At the event a range of product categories was on display which included rice , Sweets & Confectionery , Dairy ,Dry Fruits, Indian ethnic food & snacks, Tea and Coffee , Consumer foods, Meat, Poultry and seafood, Non-alcoholic beverages, Oil & Oilseeds, Organic & Health foods, Spices, Fruits & Vegetables, Pulses and grains, Win and Alcoholic beverages, Sugar an Flour and Vegan food.

INAUGURATION OF THE EVENT

The event was inaugurated by MrPratap Singh Sarangi, Hon'ble Minister of State for MSME and Fisheries, Animal Husbandry & Dairying, Government of India who lit the auspicious lamp and did the ribbon cutting ceremony. He was also accompanied by MrDevendra Kumar Singh, Development Commissioner, MSME .

After delivering his inaugural speech, the Hon'ble Minister went around the exhibition area and visited some stalls.

Speaking at the inauguration, Shri Pratap Sandra Sarangi said, "It is a great pleasure to see the business getting back to normal after pandemic, IndusFood is a great platform where local products will get a global window and connect. Even during pandemic the food and beverages sector have done exceedingly well," Haling the Prime Minister Modi call for Atamnirbhar Bharat and vocal for local call he said," India has inherent competencies and potential in food and beverage sector, MSME ministry and the government has done several reforms the need of the time is to work on excellence and focus on quality so that our products gets global recognition and price leading to export growth."

Further Minister said, “It is heartening to note that we now self-sufficient in pulses production and have reduces the imports of edible oil by more than 25%. I am happy to note that through IndusFood Indian exporters will do a business negotiations of about 1 billion USD” There has been the advent of technology in the agri and food sector however it needs to be eco- sensitive and sustainable, he added.

Address the gathering DC MSME, Shri D K Singh Said, “MSME sector is the second largest employment generator after agriculture I am happy to see that such IndusFood has grown to such magnitude in short span, I am delighted to see fair of such a magnitude after pandemic in a physical format this will create enormous business and job opportunities for people in India.



[MSME Minister Pratap Chandra Sarangi Inaugurates INDUSFOOD 2021](#)

Welcoming the 700 plus global buyers hailing from more than 52 countries Shri VivekAgrwal, Chairman Food and Beverage Committee, TPCi said, “Recent rise in trade of value added food and beverages products has generated unforeseen opportunities for F&B companies. This has increased the relevance of both global value chain frameworks and production networks in the food processing sector.” Indusfood has emerged as the South Asia’s largest Food & Beverage trade show. This edition will be conducted with strict safety protocols and we are happy to have taken this daring step to set up the fair in physical format despite lingering challenges he added.

Shri AbhishekPoddar, Vice Chairman F&B Sectoral Committee said, “I am happy to share that, the large Business delegations from African countries, EU, Gulf countries, Bangladesh, Belarus, Nepal, Russia, Tajikistan, Turkey, UAE, Uzbekistan and USA; besides prominent supermarket chains such as Nesto (GCC), Grand Hypermarket (GCC), LuLu (GCC), Savings (GCC), West Zone (UAE), Al-Safeer Hypermarket (GCC), Carrefour (GCC & France), X-5 Retail (Russia), Rewe (Germany). Lidl (Germany), Swapno (Bangladesh), BIM Supermarket (Turkey & Morocco), Finest Superstore (Afghanistan), and many others from different regions across the world will be participating in ‘IndusFood’ 2021.”

“The show is expected to close around US\$ 1 billion of business which will help get Indian farmers and agri products remunerative price in international markets and additionally help in doubling farmers’ income. Further we expect that the food processing sector will emerge as a strong pillar of Indian exports as one of the most competitive sectors of the economy,” said AbhishekPoddar, Vice Chairman, F&B Committee, TPCI.

The Indian exhibitors will be showcasing their products under 14 categories for this show, such as; Spices, Rice, Tea & Coffee, Indian Ethnic, Sweets and savouries, Organic foods, Alcoholic and non- alcoholic beverages, Bakery and confectionery and Ready- to- eat, etc.

This Edition will showcase thematic participation of Industry & MSME Departments of Jammu & Kashmir (UT) and States of Odisha, Haryana and Tamil Nadu.

Indus Food is going to be the first physical trade fair at the Expo Mart after almost a year of dormancy amid Covid threat.

The mart has assumed ample precautionary measures to ensure the safety of everyone during the exhibition on 20th and 21st March, 2021. **The mart has allowed entry only on invitation.**

MOUs SIGNED BY TPCI DURING THE EVENT

There has been ongoing business sessions and signing of MoU in the side-line of the show. Ms Ankita Kar, IRAS, Managing Director, Jammu Kashmir Trade promotion Organisation (JKTPO), signed MoU with Shri Mohit Singla, Chairman Trade Promotion Council of India, for Agro and food processing sector and film and tourism sector. TPCI will impart and deliver sectoral knowledge, research based information, policy advocacy, marketing and developmental activities in the focus sectors. JKTPO and TPCI will also work together to enhance the outreach to international community.



PCI inked another MoU with the Indian business council of foreign economic relation board of Turkey (MUSIAD) for strengthening business relations. Both sides agreed to facilitate industry leaders to participate in BSM and exchange economic

information.

AIREA ACTIVITIES AT INDUS FOOD 2021

During the event AIREA participated in the following meetings with foreign delegations :

- Nepalese delegation** from Federation of Nepal Chamber of Commerce comprised of following members :



Mr Sunil Kedia	Mr Sopalje	Ms Sunaina Palike
Mr Prahlad Kahal	Mr Rohit	Mr Deb Narayan
Mr Anand	Mr Sandeep Agarwal	Mr Vikram Karmacharya
Ms Ahla Adhikari	Mr Rajkumar Sahoo	Mr Anmol Pradhan

Mr Vinod K Kaul, ED attended this meeting. After introduction from Indian side

spoke .Mr Sumit Kedia mentioned that Nepalese Government is getting stricter on quality norms .

Mr Sandeep Agarwal , Chairman Shree Shyam Modern Dal Mill Pvt Ltd, Padsari VDC-1, Bhairahawa 32900 , Nepal (Tel: +9779857020361/ _9779802620361) Email : Pulses_nepal@yahoo.co.in www. Nepallentil.com, **showed interest in sourcing Basmati 1121 from India** while Mr Vikram Karmacharya, Executive Director, Karmacharya Group, Mahendrapur, PO Box NO 215, Pokhara Nepal (Tel: _97761521571, 523016, 531928) Mobile : _9779856020326 email: bikramkarmacharya@gmail.com, **was interested in Sona Masoori and Jeerga Sambha varieties.**

2. Turkish Delegation: Mr Vinod Kaul and Ms Priyanka Marwah attended the meeting.



The delegation comprised of the following :

<p>MrNasciTorbaRep of MUSIAD India D 192 EPIP site ,5 KasnaSurajpurIndl Area Greater NOIDA, Delhi NCR T: +902123950000/ 4440893 Mobile: +905052375363 Email: nacitorba@gmail.com Musaid.org.tr</p>	<p>MrMohmetZahidOzsagir Business Developmenet Manager TokanaPazrlama IC VE DIS TICARET A.S. YenisehirMh. Mustafa AkyolSok, NO 1/1 Daire: 160 Gru Centre Kule Is Merkezi Pendik ISTANBUL, TURKEY MUSIAD +905445486305/+902166841470 +902167021049/Mob: +905077445323 Email: m.ozsagir@tokana.com.tr www.tokanapazariama.com.tr</p>
<p>Mr Omer Yildirim, Export Area Sales Manager, Tibellth.ihr.ve.Koz.San,A.S. , Ankara Caddesi No 344-34906, Kurtkoy- ISTANBUL-TURKEY +902165950500 M: 905305683056 email: omeryildirim2tibat.com.tr</p>	<p>Mr Ali Dalga Vice Peresident Altinozu Carr GIDA ve carragida.comarragida.com www.c A.s. Seferli, KoyuMohallsiAltinozu Hatay, Turkey T: +903263295045 +905321739319 Email:info@</p>
<p>Mr Tevfik DONMEZ Chairman</p>	<p>Mr Peufila Dorner +905325625170</p>

<p>YonetimKuruluBaskanuk</p> <p>OzgurlukMh 6260 Sk. AkdenizBakliyate</p> <p>OilarSitesi C Blok No ½ Akdeniz , Mersin, Turkey</p> <p>+90324 2342621-22</p> <p>Email:” tevfikdonmez@donmezgurluzlergida.com</p>	
<p>MrBagashan ,</p> <p>MUSIAD</p> <p>+905412231299</p>	<p>MrMuzaffarKose</p> <p>MUSIAD</p> <p>+905332702533</p>
<p>Mr Al Emr Al</p> <p>+905385948278</p>	<p>MrHaerUgatPolit</p> <p>MUSIAD</p> <p>+905323150161</p>
<p>MrAhmetTorba</p> <p>+905327445600</p>	<p>MrFatihAltintag</p> <p>MUSIAD</p> <p>+905389714160</p>
<p>MrBarisGul</p> <p>+905464213588</p>	<p>Mr M PritetEruis</p> <p>MUSIAD</p> <p>+905337663337</p>
<p>MrSatinder Pal Singh</p> <p>Walmart India</p> <p>Buyer-Rce</p> <p>OrchdCentre 4th Floor</p> <p>Golf Course Road Sector 53 Opp Sun Cty</p> <p>Gurugram 122002</p> <p>Haryana</p> <p>T: 0124-4960/456502</p> <p>M: 89686812706</p>	

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3. UAE Delegation: Mr Vinod Kaul and MsPriyaka Marwah attended this meeting.

The delegation comprised of the following :

MrShaikShaida Manager International Sales & Purchase Reesha Gzandium.com www.crezantium.comeneral Trading LLC & Reliance Star Foodstuff Trading LLC Near Al Jazeera Hotel, Al Ras Main Road, Deira , Dubai , UAE +971 4 2356041; www.reeshadubai.com email: sales@reeshadubai.com purchase@reesghadybai,.com Mob:+971521987755 +971516739592	MrAhmaduNavfal Executive Director Crezantium Office No 25,33 rd floor Prime Tower, Business Bay Dubai, UAE +971543974664 +919566701433 Ahmadu@cre
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<p>MrMohannadArar</p> <p>Sales Manager</p> <p>Arar Trading Co (LLC)</p> <p>Showroom 1, Al RAS Bld, 16</p> <p>Al Ahmadiya St, Deira, dubai, UAE</p> <p>+97142262244</p> <p>M:+971506500466</p> <p>mohannad@arar.com</p>	<p>MrKhasimEnoli</p> <p>Director</p> <p>Hebron General Trading LLC</p> <p>Sheikh Mara Building</p> <p>(al Hilal Bank Building)</p> <p>Office NO 310, Al Qusais,</p> <p>Dubai, UAE</p> <p>+971529590480</p> <p>info@hebrontrading.com</p> <p>www.hebrontrading.com</p>
<p>Mr Dinesh Kumar</p> <p>Managing director</p> <p>PatagGrou</p> <p>PO Box 337384</p> <p>Unit No 207, Fortune Tower</p>	<p>MrVikas Arora</p> <p>Managing Director</p> <p>Devine Global</p> <p>PO Box 125156</p> <p>Dubai , UAE'Mob: +97155554536</p>

Plot No JLT-PH1-C1A Juerirah Lake towers, dubai, UAE www.pataggroup.com Mob: +9719820879004 _+971544445739 Tel;+97145141365 Email: dinesh@pataggf.com	+971505545361 Email: vikas@deevineglobal.com
Mr Ahmad Qassoumah Partner & Managing Director Si Bonne LLC PO Box NO 47751, dubai, UAE Email: director@sibonne.ae www.sibonneuae.com M:+971506455316 T:+97142671950	MrPrajth K.V. Category Buyer-own brand Jaleel Traders LLC Lwevel2, MVK Central Majan , PO Box No 3262 Dubai, UAE T:+97145284433 M:+971558245672 Email:db1.jcc@jaleel.ae

Rice Demand :

1. MrKhasimEnoli wants 1121 steam, SonaMassoori, Ponni, Idli/Dosa Rice, Jeerga Samba RicRice, Jeerga Samba Rice
2. Mr Ahmad Qassoumah is looking for Sona Massoori and long grain rice.
3. Mr Suresh Kumar, Development Director,Intiyazat Al Riyada Group, PO Box 108500, Jeddah 21351 , Saudi Arabia
 Tel: +966\ 12 6985556 Email: suresh@imtiyazatgroup.com

Mobile: KSA+966503287427; UAE+9715-3785272; India: 9496590167

4. Uzbekistan Delegation:

Mr Vinod Kaul and Ms Priyanka Marwah attended the meeting with Uzbek delegation.



The delegation comprised of the following members:

Mr Fayziyev G'ayratjon
Chairman of the Food Industry
Association
Republic of Uzbekistan
Tashkent City
Yunus-abad District
Mir Temur Street 29A
Uzbekistan
Tel: +998974476575

Mr Ivanenko Iurii
CEO Owner
UKLRPHOENIX, LLC
01001, Ukraine, Kiev
Mihailovska str 21B/34

Tel: +380672337577
+38 044 4999901

+998973376575 Email: gayratijon01092MAIL.RU	Email:ukrphonenix.llc@gmail.com
Mr Fayziyev G'ayratjon Chairman of the Food Industry Association Republic of Uzbekistan Tashkent City Yunus obod district Amir Temur Street 29A Uzbekistan Tel: +998 97 4476575 Email: gayratjon0109@mail.ru Mob: +998974476575 Website: www.ufia.uz	

The gentlemen did not have interest in rice but only for processed food products.

5. Visitors from Iraq to AIREA stand : The following members from Iraqi Delegaiton visited AIREA stall :

1,. Mr Khalid Ismail Alweli, Baghdad Chamber of Commerce (Tel 009647722325790/009647513622891) Email: kmfs11@hotmail.com

2. Ms Qasim M Radhi, directorr,M/s Alnajee Baghdad Iraq Sq 83 (Tel: 0096479801510409/009647901510394)

Email: Alnajeeiraq@yahoo.com ; Ahmed_alnajee@yahoo.com

Website [www.barakat](http://www.barakat.alnajee.com) alnajee.com

AIREA is establishing further contact with these two parties for developing further business in rice

AIREA members who had their stalls at the event :

1. M/s PK Overseas (P) Limited
- 2.M/s Anvi Exim
- 3, Sarveshwar Foods Ltd (NIMBARK)
4. Shree Krishna Rice Mills
5. Shree Gajanan Industries
6. LekhrajNarinder Kumar
8. DRRK Foods: represented by Mr Vikram Marwah



9. Suppletek Industries Pvt Ltd represented by Mr Jai Kumar Gupta and his team :



10. Midas Agro Foods Private Limited



11. Bholenath Foods

12. Star Global Multi Ventures : Mr Sanjay Sharma represented the company.



AIREA members who did not own stalls at the event but visited AIREA stand :

1. Ms Sakshi Kaisth, AAA Global Foods
2. Mr P Sarvanan, Vishnu Kumar Traders Pvt Ltd

During the exhibition Mr5 Santosh Sarangi , former Chairman, APEDA and JS DoC also visited the exhibition



LtoR: Mr Vinod Kaul, Mr Mohit Singla, Chairman, TPCI, Mr Santosh Sarangi, , Mr SS Nayyar, GM, APEDA and r SS Rawat, DoC

Conclusion : The exhibition had more focus on processed foods and there were few business interests in rice. It is a fact that lot of business interest missed out due to Covid this time.

-End of report---