

A REPORT ON INDIA'S PARTICIPATION AT THE FRUIT LOGISTICA – 2012, BERLIN

Fruit Logistica Berlin is the leading trade show for the International fresh produce trade offering the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present their products across the entire added-value chain, from growing to the point-of-sale. Compact duration, focused appeal to target groups and maximum effectiveness are the key features of Fruit Logistica. The show presents the technical expertise required for the logistics and handling fruit and vegetables at the point-of-sale in the retail sector.

Fruit Logistica also gives exhibitors from fast growing regions around the world, as well as newcomers a first-class opportunity to present their products to a professional international audience - and to do business.

Fruit Logistica 2012 was held in Berlin from 8th to 10th February 2012, where once again this year, more than 56,000 trade visitors from 139 countries were in Berlin to view the full spectrum of products and services across the entire fresh produce value chain. Over 2,537 exhibitors from 84 countries from across the entire fresh produce value chain participated in the event including global players as well as small and medium-sized suppliers from all around the world. The total fair area was 112,000 sq mtrs.

The Agricultural and Processed Food Products Export Development Authority (APEDA), had reserved 96 sq met of space for the Fruit Logistica 2012 fair held at Berlin Exhibition Grounds.

EXHIBITOR INFORMATION

PRODUCTS ON DISPLAY

Products on display at the India Pavilion under fresh fruit category included Pomegranate & Table Grapes. In vegetable category Okra and Beans were displayed.

An aesthetically designed and attractive India pavilion was set up at this space for fresh produce from India, which was greatly appreciated by the exporters and the visitors.



INDIA PAVILION AT FRUIT LOGISTICA 2012, BERLIN

PARTICIPATION

Leading fresh produce companies participated at the India Pavilion. The following seven exporting companies were present at the India Pavilion during the show:-

SL.	NAME OF THE COMPANY
1	FRESH EXPRESS LOGISTICS PVT. LTD
2	KALYA EXPORTS
3	KAY BEE EXPORTS
4	NEERAJ INTERNATIONAL
5	PANACEA ENERGIZERS PVT LTD & INDYGLOBAL VENTURES
6	SURI AGRO FRESH PVT LTD
7	VAIDIKA GROUP

A Marketing Exercise

Fresh produce enjoys a good demand in European Union (EU) market and India has an opportunity to export its produce to this market.

The primary objective of the entire exercise including participation at the Fruit Logistica 2012 was to showcase fresh produce from India as products of international quality standards and at par with local and similar products from other countries.



Trade meetings at the India Pavilion



Buyer Seller meetings at the India Pavilion



Shri Ashok Kumar, Counselor (Economic & Commerce), Embassy of India, Berlin and Mr. Sunil Kumar, Secretary APEDA with Indian Exhibitor



Indian Contingent at Fruit Logistica Berlin 2012

THE STRATEGY AND APPROACH

STRATEGY

The India pavilion was managed with a clear strategy of harnessing the market potential of fresh produce from India in the highly valuable World market. The effort was directed towards positioning India as an active participant in the world fresh produce market.

APPROACH

GENERIC PROMOTION

The information and promotion targeted to the trade and consumers were Generic and had no specific Brand Focus. The focus was on India as a credible source for fresh produce.

PRE-EVENT ACTIVITIES

Pre-show mailing was done to previous year visitors, fresh prospective visitors and other participating countries at the Fruit Logistica trade show. Organized retail, fresh produce exporters etc. were targeted. The pre event outreach exercise was an important activity to ensure that key people visited the India pavilion during the show.

CONSISTENT SIGNAGE AND GRAPHICS

APEDA BOOTH POSTERS

While designing and executing the India pavilion, one of the key considerations was the uniformity in the color schemes and graphical mixes used for different booths inside the pavilion. The signage and graphics were intended with one message of GENERIC PROMOTION of fresh produce from India.

STAFFING

The following people were present at the India pavilion to manage and execute the strategies.

- 1 Hostesses in Traditional Indian dress
- APEDA – represented by Mr. Sunil Kumar-Secretary and Mr. U K Vats- Deputy General Manager
- The SCS Group representatives – Mr. Keith Sunderlal & Mr. Sumit Saran.

HOSTESS IN TRADITIONAL INDIAN DRESS

One hostess dressed in traditional Indian outfit would walk through the show in various halls and invite visitors to India Pavilion. The hostess generated a lot of attention towards the India Pavilion due to her colorful and vibrant attire.

SEMINAR ON “INDIA – A CREDIBLE SOURCE OF FRESH PRODUCE

APEDA had organized an interactive session on “India – A Credible Source of Fresh Produce” on 9th February 2012 at Room Mannheim - Messe Berlin Fair. This was an interactive session to showcase the development of India as a serious contender to face the challenges and meet EU requirement for fresh produce. The interactive and comprehensive discussion encouraged visitors to come and share their views and thoughts on the subject.

A specially designed standee and invite for prospective traders was sent out prior to this session.





Shri Ajit Gupte, Chargé d' affaires, Embassy of India, Berlin addressing the audience at the Seminar on "India - A Credible Source of Fresh Produce"



Mr. Sunil Kumar, Secretary APEDA addressing the audience at the Seminar on "India - A Credible Source of Fresh Produce"



Dr Kaushik Banerjee of National Research Centre for Grapes addressing the audience at the Seminar on "India – A Credible Source of Fresh Produce"



Mr. Ashok Motiani a member of Grape Exporters Association of India addressing the audience at the Seminar on "India – A Credible Source of Fresh Produce"



Mr. Sumit Saran addressing the audience at the Seminar on "India – A Credible Source of Fresh Produce"

ATTENDEE INFORMATION

VISITOR TARGET GROUPS

Identical with exhibitor target groups, this show has the nature of an exchange market where trade visitors have the opportunity to approach exhibitors with their services and products. Target groups include growers, fresh produce importers and exporters, wholesale markets, wholesale and retail outlets, packing, shipping and disposal companies, institutions, associations. Supporting Programme Trade forums covering current topics related to fruit and vegetable marketing provide an ideal opportunity to exchange experience.

This year's show saw footfalls of over 75,000 visitors.

SUMMARY

This trade show provides industries involved in fruit trading an opportunity to present their range of services from growing to selling. One of the main attractions of Fruit Logistica is that it is a compact, highly effective show focusing on specific target groups. In particular, it offers exhibitors marketing "exotic" produce as well as newcomers from Central and Eastern Europe an excellent venue for presenting their products to an international trade public and establishing new business contacts.

The presence of fresh produce from India should be made mandatory at such International Trade Shows to provide maximum exposure.

The trade leads and details of attendees at the India Pavilion are enclosed herewith as **Annexure 1**