

A REPORT ON

APEDA' S PARTICIPATION IN

THE INDIA SHOW – 2012

LAHORE, PAKISTAN

11 – 13 FEBRUARY 2012



**AGRICULTURAL AND PROCESSED FOOD
PRODUCTS
EXPORT DEVELOPMENT AUTHORITY
NEW DELHI**

A REPORT ON APEDA'S PARTICIPATION IN THE INDIA SHOW – 2012, LAHORE, PAKISTAN

"The India Show" was an initiative of Government of India, Ministry of Commerce & Industry and Federation of Indian Chamber of Commerce and Industry (FICCI) to promote "Brand India" and the Indian industry with demand for Indian Products, Services and Technologies.

The primary objective of "The India Show" was to promote Brand India, enhance bilateral trade and investment and create awareness on the business opportunities available on both sides. The show also facilitated joint ventures, technology transfer, marketing arrangements as well as people-to-people contact between the two countries.

FICCI organized "The India Show" in Lahore, Pakistan from 11 – 13 February 2012. This 3-day exhibition was a part of the Business delegation from India led by Hon'ble Mr. Anand Sharma, Minister for Commerce, Industry and Textile who visited Pakistan for development of bilateral trade and economic co-operation between the two countries.

The main features of the event were:

- The Exhibition (Three Days)
- Business Conference
- One to One Meetings
- CEOs Forum
- High Level Ministerial Delegation
- Cultural Evening & Gala Dinner

More than 50 prominent Indian companies exhibited their products spread around 110 stalls at Lahore Expo Centre and included processed food, chemicals, services, engineering, textiles, gems & jewellery, cosmetics, health care, handicrafts, apparels etc.

The India Show was inaugurated by Hon'ble Mr. Makhdoom Amin Faheem, Minister for Commerce, Pakistan while Hon'ble Mr. Anand shared, Minister for Commerce, Industry and Textile, India was present in the closing ceremony on 13/02/2012 along with trade delegation from India. Mr. Sharma on arrival at Atari-Wahga border said that India and Pakistan had decided to dismantle all barriers hindering bilateral trade through serious talks. He also said that his visit was quite significant as this was the first time in the history of Indo-Pak bilateral relation that commerce ministers of the two countries had visited each others countries on a reciprocal basis. Mr. Makhdoom Amin Faheem said that Pakistan had been working on the negative importable

items list from India. Pakistan is gradually moving towards free trade with India. He said that initially the negative list would be replaced and after that MFN status would be given to India.



WAHGA BORDER: Commerce Minister Amin Fahim shakes hands with his Indian minister Anand Sharma. —Photo by Tariq Saeed

Both the ministers visited the India Show Exhibition:



LAHORE: Indian Commerce Minister Anand Sharma (R) and his counterpart Makhdoom Amin Fahim (C) visit the Indian Expo-Trade fair here on Monday.—AFP

The Agricultural and Processed Food Products Export Development Authority (APEDA), had reserved 100 sq mt of space for The India Show, Lahore, Pakistan for promotion of Agricultural and Processed Foods products from India.

An aesthetically designed and attractive APEDA pavilion was set up at this space for processed foods from India, which was greatly appreciated by the visitors.



APEDA Booth at The India Show 2012 in Lahore, Pakistan

The APEDA booth was a real attraction for visitors because of its colourful and vibrant ambience accompanied by pleasant exotic aromas of Indian snacks, spices, Chocolates and processed food products. The Chocolate and Snacks sampling activity was a major crowd puller at the show. The visitors made bee line to taste Indian savouries.

PARTICIPATION

The following companies participated at the show and conducted sampling of their products:

1. BNK Corporation
2. M&M Cocoa Products Pvt. Ltd.
3. Amir Agro Industries

Consistent Signage and Graphics

While designing and executing the APEDA Booth, one of the key considerations was the uniformity in the color schemes and graphical mixes used for display and overall look of the booth. The signage and graphics were intended with one message of GENERIC PROMOTION of products from India.



APEDA Pavilion at the India Show 2012. Lahore. Pakistan



APEDA officials and Exporters at the APEDA Pavilion



Products samples displayed at the APEDA pavilion

VISITORS

The Visitors profile included CEOs, Decision Makers, Ministerial & Trade Delegations, Buyers & Sourcing Personnel, Technical Experts, Government Officials, Contractors and Consultants.

"The India Show" was visited by a strong Indian and Pakistani audience who included the Hon'ble Union Minister of Commerce & Industry, Mr Anand Sharma along with the Hon'ble Pakistani Minister of Commerce, Mr. Makhdoom Amin Faheem, Mr. Rahul Khullar, Secretary, Department of Commerce, Ministry of Commerce & Industry, Govt. of India.



VIP Movements at the APEDA Pavilion



Business discussions at the APEDA Pavilion

Business response:

The India Show was first of its kind of event organized by the Government of India and Pakistan since separation.

Trading partners of both the countries were very much enthusiastic in development of business relationship between the two countries. The business relations can be developed if Pakistan take liberal view on the list of imported products from India and increase the list of items to be imported from India and grant MFN status to India.

It has been observed that there were huge demand of Indian snacks (Namkeen), Biscuits, Jeggary and Confectionary, Chocolate, Pickle, Pulps and juices and other processed food products. Presently, these products are being imported through Dubai and Afghanistan route. After lifting of trade barriers by Pakistan for Indian food products the business between the countries can be increased in multiple folds, thus, Pakistani consumers can get Indian food products at Competitive prices.

Sampling of Food Products

Food sampling was done keeping in mind the tasteful yet simple and delicious recipes from India.

The APEDA Booth at The India Show sampled Indian snacks, chocolates, biscuits and other food products on all days.

APEDA officers and exporters were remained busy in the meetings with the Pakistani business communities for responding their queries while dedicated hostess at each sampling area were present on all days to facilitate sampling and attending to the visitors.

Recommendations:

1. Since the Pakistani trade community has shown tremendous interest in Indian food products, we may organize such more shows in identified cities like Karachi, Lahore etc.
2. The existing infrastructure facilities at Wagah border are insufficient to handle the volume of bilateral trade. Dedicated trade gates at Wagah border shall be opened.

STAFFING

The following people were present at the APEDA Booth to manage and execute the strategies.

- APEDA – represented by Mr. R.K. Boyal – General Manager and Mr. Man Prakash Vijay – Asstt. General Manager
- 4 representatives from the Indian Export Houses.

Frill Activities:

Special attention was given to arrangements of sampling to showcase the traditional and cultural heritage of India.

Provision of hostesses:

3 female hostesses proficient in English were hired to coordinate activities in the APEDA booth for products sampling. The hostess generated a lot of attention towards the APEDA booth and interacted with the visitors by handing out flyers and answering queries.



Hostesses at the APEDA Booth

Enquiries generated at the booth:

Based on our interaction with exporters who were present, it is estimated that more than 40 potential and insightful queries were generated out of the show. These enquiries covered a wide range of activities including, importers, large and small retailers, food stores, consultants, etc. This gives an idea about the amount of interest that the APEDA Booth and the products showcased were able to generate in this show.

The exporters have received large no. of serious enquiries and were happy to receive this massive response.

TRADE ENQUIRES GENERATED AT INDIA SHOW IN LAHORE, PAKISTAN **FROM 11th -13th FEBRUARY 2012**

S. NO	COMPANY DETAILS	CONTACT PERSON	PRODUCTS INTERESTED
1	M/s. Waris and Company Tel: +92 333 4503464 rajahassanakhtar2002@yahoo.com	Raja Hassan Akhtar	Food Products, Pineapple Dry
2	Hotel Crown Plaza, Lahore 2- Upper Mall Scheme, Lahore 54000, Pakistan UAN: +92 42 111 808 111 Fax: 042 5760978 E-mail: info@crowmplazalahore.com www.crowmplazalahore.com	Shahzeb Saleem Assistant Sales Manager Cell: 0323 4860118	Fruit Juices, Moong Dal
3	Alpine Corporation 22/4, Infantry Road, Near Army Depot, Mustafabad, Lahore Tel: 0092 42 6831418, 6871997 Fax. No. 092 42 6833499 E-mail: alpine@orbit.net.pk	Imran Habib Proprietor Cell: 0321 4223232/ 0322 4453333	Organic Seeds & Other food items
4	Decent Leather Export 5-A, Davis Road, Lahore (Pakistan) Tel. Off.: (042) 6304905 Res: (042) 7566737	Ali Akbar Chawla Cell: 03009453746	Juices, Indian Snacks (Namkeen)
5	Nadeem Enterprises G.T. Road, Gujrat - Pakistan Tel: 0092 53 3602873 Fax: 0092 53 3602874 E-mail:	Nadeem Hussain Managing Director Cell; 0092 333 4310949	Biscuits, Juices & All processed products

	nadeemlhussain@gmail.com		
6	Supply Line Global 139-A, CC Commercial, Phase 4 DHA Lahore Cantt Pakistan Tel: +92 423 5694 412 Fax: +92 423 5694 415 E-mail: tnoon@supplylineglobal.com www.supplylineglobal.com	Taimur Ali Noon Director Cell; +92 345 4555 004	Fresh and Processed Food Products and Cereals
7	Elite Marketing 43/C, N- Block Industrial Area, Gulberg II, Lahore Tel: +92 42 3575 9510, +92 42 3576 1618 E-mail: elitemarketings@yahoo.com	Sh. Muhammad Ijaz Chief Executive +92 306 333 1333	Indian Snacks (Namkeen)
8	Pegasus Consultancy (Pvt.) Ltd 99 Cavalry Ground Marine House, Lahore Cantt, Pakistan Tel: +92 42 3668 6353 Fax: +92 42 3665 5874 E-mail: alishahzad@pegasus.com.pk www.pegasus.com.pk	Ali Shahzad Sales Executive +92 0321 3899336	Juices
9	Pakistan Institute of Fashion and Design 51-J/III, Johar Town, Lahore Ph. 00 92 42 35315401 Fax: 00 92 42 35303998 E-mail: ruby1@hotmail.com	Muhammad Aslam Associate Professor Gems & Jewellery Design Department Cell: 0303 4464994	Indian Snacks (Namkeen)
10	Metaprep (Pvt.) Ltd 52 B, Tipu Block, New Garden Town, Lahore Tel; 042 35853020 Fax; 042 35853021	Shahabuddin Siddiqui Product Manager Cell: 0304 6661335	All products
11	Haris Puri International 2, Waris Colony, Okara (Pakistan) Tel: +92 44 2001812 E-mail; suchal 4u@hotmail.com	Suchal Dost Muhammad Managing Director Cell: +92 321 6911117 / +92 322 6911117	Indian Snacks (Namkeen)
12	Ansari Ventures Shop No. 3 Shah Alam Market (Gate) Lahore Tel: +92 42 7633075 Fax: +92 42 5221084	Tanveer Akhtar CEO Cell: 0333 4391507	Spices (Red Chilli, Cumin Seeds)

	E-mail: ansariventures@yahoo.com		
13	Asian Trading Corporation 46, Muqadass Park, Gulshan-e-Ravi, Lahore 54500 Pakistan Tel: +92 42 37415954 Fax: +92 42 37463991 E-mail: imran@aisntradingcorporation.com www.asiantradingcorporation.com	Imran Shahid Bhatti Director Commercial Cell: +923009422799	Indian Snacks (Namkeen)
14	Ravi Foods 31-M, Industrial Area Kot Lakhpatt, Lahore Tel: +92 42 5215622-3 www.ravifood.com	Arif Nazir Head of Marketing & Business Development Cell: +92 333 4999909	Juices and Confectionery
15	Pat International Marketing (Pvt) Limited 61- Ali Block, New Garden Town, Lahore, Pakistan Tel: +92 42 35866080-82 Fax: +92 42 35842990 E-mail: tawgeer@swi.com.pk	Tawqeer Azam Director Cell: 0322 8454040	South Indian Ethnic Foods
16	Ahmed Associates Rice Mills 176 N, Upper Mall (Scotch Corner), Lahore Pakistan Tel: 042 575 8204 Fax: 042 576 1146 E-mail: samp@magic.net.pk	KR Taufiq A. Khan Managing Partner	Rice
17	M. Saeed & Sons P- 236 Montgomery Bazar Faisalabad Tel: 041 2643094 E-mail; ms.saeedsharif@gmail.com	Mohammad Saeed Cell: 0321 8604700	Juices, Jams & Biscuits

18	Asad Adeeb & Co. (Pvt) Ltd 87-G-4, Johar Town, Lahore - Pakistan Tel: +92 42 3611 0500 Fax: +92 42 3529 0103	Khawaja Sohail Ahmed Director Marketing	Spices
19	SBF Zarrar Shaheed Road, Lahore - Pakistan Tel: 042 36636299	Muhammad Laique Cell: 0321 4454199	Pickles
20	Asif & Chishti Sabri (Pvt.) Limited G - 06. Elahi Arcade, 26 Empress Road, Lahore - Pakistan Tel: +92 331 4672385 E-mail: chishtisabri@gmail.com	Asif Asghar Investment Consultant	All products
21	Food Tree Company (Pvt) Limited 43-D-1, Gulberg III, Lahore - Pakistan Te;: +92 42 35750005 Fax: +92 42 35760007 hrehman@foodtreecompany.com www.foodtreecompany.com	Habib-ur-Rehman Senior Manager, Sales and Distribution Cell: +92 302 4460510	Puries and Pickles
22	Arorra Footwear Industry 181-Shadman - 1, Lahore, Pakistan Tel: +92 42 36110006 E-mail: kabeer_475@hotmail.com	Kabeer Arorra Director Cell: +92 3222 4090400	Indian Snacks (Namkeen)
23	Kapadia House Plot No. 15A, Man Feroz Pur Road, S-86 R, 17/6 Near Mozang, Lahore 54600, Pakistan Tel: +92 42 37534900, 37535100 Fax: +92 4237569852	M Ahasan Kapadia Cell: +92 322 8485900	Indian Snacks (Namkeen)
24	ORIENTAL MYM Pvt. Ltd Serena Hotel Civil Lines, Faisalabad, Pakistan Tel: 92 41 2619010 E-mail: ravitml@hotmail.com	Mudassir Naseem Chaudhry Director Cell: 92 345 7877777	Indian Snacks (Namkeen)

25	CHANNELS 118 E, Model Town, Lahore, Pakistan Tel: +92 42 7084197 E-mail: atifsiddiqui73@yahoo.com	Muhammad Atif Siddiqui Proprietor	Indian Snacks (Namkeen)
26	Nadeem Impex LGF 12 Japan Centre Cooper Road, Lahore Pakistan Tel: 0092 42 6374756	Shakeel Ahmad Executive	Fruit Juices and confectionary
27	Al-Reheem Trading Co. E-mail: al_raheem_786@yahoo.com	Ashfaq Ahmed Director	Confectionary
28	B Water Bank 57C Main Ferozpure Road, Ichhra adah, Lahore- Pakistan Tel: +92 42 7570183, 7588495 E-mail: brightwaterbank@yahoo.com	Mian Imran Shahzad Cell: 0321 9455022	Indian Snacks (Namkeen)
29	Desisell Pvt. Ltd 8/B -IIM Ghalib Market, Gulberg III, Lahore, Pakistan Tel: 042 5772025 E-mail: azwwwweb@hotmail.com	Zahid Hussain (King) Director Cell: 0300 8409971	Grains
30	Munaf International C-147, Sector 31/D, P&T Co-operative Society, Korangi, Karach, Pakistan Tel; 92 21 5120906 Fax: 92 21 5054623 Email: chefpride@hotmail.com	Syed Rashid Qazi Sales Manager Cell: 0333-3578118	Indian Snacks (Namkeen), Spices and Nuts
31	Marhaba Laboratories Pvt. Ltd 142 Main Quad - Azam Industrial Estate, Lahore, Pakistan Fax: 92 42 5115281 E-mail: info@marhaba.com.pk www.marhaba.com.pk	Hakeem Muhammad Usman Chief Executive Cell: 92 333 4237370	Honey, Ispagol and Herbal extracts
32	Fatmeen Lights G-20 Makkah Electric Centre Beadon Road, Lahore, Tel: 042 37232300, 37232900 E-mail: fatmeenlights@hotmail.com	Rehman Aslam Shaikh Director Cell: 0323 4447891	Juices

33	Pacific Computers #01, 2 nd Floor, Hafeez Centre, Main Boulevard, Gulberg III, Lahore - Pakistan Tel: +92 42 35716263 Fax: +92 42 35871927 E-mail: pacific-computers@hotmail.com	Muhammad Ali Cell: +92 321 8777707	General Food Items
34	World Women Trade Fair 84/A Block H, Johar Town, Lahore Tel" 042 5312999 E-mail: tahiranaseem@worldwomentradefair.com www.worldwomentradefair.com	Tahira Naseem World Women Trade Fair Network Affiliate Representative	Indian Snacks (Namkeen),
35	Zinsas International 124 - Ghazali Road, Baghpati Street, Samanabad, Lahore - Pakistan Tel: +92 (0) 42 37595181 Fax: +92 (0) 42 37523915 E-mail: zinsas@yahoo.com	Ijaz Sikander Butt Distribution Manager Cell: +92 0333 4335456 +92 0321 4233222	All Food Items
36	Vision Logistics Pvt. Ltd Suite#14, 4 th Floor, Central Plaza, 3- Civic Centre, New Garden Town, Lahore - Pakistan Tel: 0092 42 35851475 Fax: 0092 42 35851476 E-mail: jamil@visionlogistics.net	M. Jamil Ahmed Chief Executive Cell: 0092 333 4227999	Pickles
37	MIRAGE Hotel 21, Lake Road, Old Anarkali, Lahore Tel; 042 37238126-27 Fax: 042 37246344 E-mail; reservations@miragelahore.com www.miragelahore.com	M Zubair Ikam Business Development Manager Cell; 03 0301 4702904	Rice
38	S.K. Corporation 2 nd Floor, RB 1, Awami Complex, New Garden Town, Lahore, Pakistan Tel: +92 42 35869913 Fax: +92 42 35866522 E-mail: cresnet@brain.net.pk www.skgrp.com	Saira Habib	Pickles

39	Rasa International (Pvt.) Ltd 2 H Johar Town, Lahore - Pakistan Tel: 92 42 35290382 Fax: 92 42 35300335 E-mail: tomofoods@yahoo.com	Mirza Ata-ur-Rehman 0301 4355554	Juice and Biscuits
40	Metrex Trading Company Bati-ul-Noor Building, 4 Mozang Road Lahore Tel: 92 42 7352294 Fax: 92 42 7355546 E-mail: metrex@icci.org.pk	Rana Bshir Ahmad Chief Executive Cell: 03004462707	Fruits and Vegetable Seeds
41	Azan Establishment 5/11, 1 st Floor, Shimla Complex, Durand Road, Lahore, Pakistan Tel.: +92 321 4511 500 E-mail: info@azanest.com	Zafar Baig	Vegetables
42	DELIXI Electric 5 F, Gulberg - II, Lahore 54000 (Pakistan) Tel: +92 42 35754471 - 3 Fax: +92 42 35754474 E-mail: kazi.fahim@pk.schneider- electric.com	Kazi Fahim-uddin Ahmad General Manager Cell: +92 300 8465789	Indian Snacks (Namkeen)
43	Crystal Communications Near MCB Bank, G.T. Road, Kamoke Tel: 055 6817548 Fax: 055 6817548 E-mail: cfkam00001.pk@gamil.com	Abdur Rehman Khan Franchisee Cell: 0313-7555772	Juices, Honey, Pickles, Jam
44	Supply PORT 381 A Block, Revenue Employees Housing Society, Lahore, Pakistan Tel:+92 42 35211616 E-mail: salman@spplyportinc.com www.spplyportinc.com	Husain Salman Manj Director Cell: +92 300 8442460	Kabuli Chana