

A Report

APEDA'S PARTICIPATION IN WORLD FOOD 2012, UKRAINE

Ministry of Commerce and Industry, Govt. of India had approved APEDA's participation in the WORLD FOOD 2012, Ukraine held at the International Exhibition Centre, Kiev, Ukraine, during 31st October to 2nd November 2012.

Ukraine is a new market for Indian food products having potential for processed food, Ground nuts, Guar gum, Rice and Alcoholic beverages. India's export of Agri and processed food products to Ukraine is US\$ 29 million in which, major share of Ground nut with US\$20 million.

The primary objective of participation in the World Food 2012 was to promote Brand India, enhance bilateral trade and create awareness on the business opportunities available in Ukraine for Indian Products. APEDA was represented by Shri T. Sudhakar, Dy. General Manager and Shri Man Prakash Vijay, Assistant General Manager from the Head Quarter, New Delhi. Ministry of Food Processing Industry jointly participated in this event with APEDA and was represented by Shri K.B. Subramaniam, Deputy Secretary.

APEDA booked 63 Sq. Mtr. Space at Hall No. D, Pavilion 3 and an aesthetically designed and attractive APEDA pavilion was set up for promotion of food products from India. Nine exporters were participated along with APEDA and two exporters were made their direct participation in the event.



This was APEDA's first participation in World Food 2012, Kyiv, Ukraine.



In an opening meeting held with Embassy officials on 30-10-2012. Mr. Azar A.H. Khan, Counsellor gave the overall view of the Kyiv Food Market and necessary steps to be followed to increase our exports to this market

The APEDA pavilion was inaugurated by Mr. Rajiv K. Chander, Ambassador, Embassy of India, Kyiv, Ukraine. Mr. Azar A.H. Khan, Counsellor, Mr. Sandeep Groover, Attache were accompanied with the Hon'ble Ambassador to the event.



The exporters have discussed the problems they are facing in exporting food items to Ukraine. One of the major problems with Customs authority that they consider invoice price as indicative price and the Custom Duty is levied on the higher price as decided by them. This makes Indian products more expensive. The problem has increased more during the last few months as revealed by the exporters. The second problem they raised with regard to VISA issuance for Ukraine. The exporters were harassed by the mediator for asking too much documentation requirements and time consuming resulting they end up with paying hefty amount for getting VISA for participation in this event. The ambassador advised exporters to submit their problems in writing to the embassy the matter would be taken up with the appropriate authorities.



Hon'ble Dy. Agriculture Minister, Ukraine Mr. Ivan Bisyuk visited APEDA pavilion in the presence of the Indian Ambassador, Ukraine. He was introduced with potential Indian Food products and interaction with the exporters. He was explained current scenario of Indian agro trade with Ukraine, APEDA's role in promotion of export of Indian Agro food products. Both the dignitaries met exporters and discussed about their products and trade opportunity in Ukraine.

The minister was introduced with Indian wine and taste of Indian Basmati Rice Biryani. The flavor of Indian food was well appreciated by the minister.



The Indian Ambassador with Dy. Agriculture Minister, Ukraine



Dy. Agriculture Minister, Ukraine Mr. Ivan Bisyuk with Indian Exporters.

Hon'ble Ambassador suggested APEDA to have more participation by organizing special events to have presence of Indian products in the Ukrainian market. One such event he suggested was the Wine Show to be held in Odessa, Ukraine which is going to be organized in February 2013.



The Ambassador put his remarks as "A very well put together show by APEDA & Very proficiently done. Please keep up the good work"

Hon'ble Ambassador during his visit suggested that Indian Flag should also be displayed prominently at APEDA pavilion and also suggested that all the Indian participants should be in one area, so that one can recognize India as a unique identity.



APEDA Participation at The World Food 2012- Ukraine: A Report

Business Discussions





Indian Wine was presented to Embassy officials and also the Indian Restaurants. It is observed that Indian Restaurants offer local liquor but not Indian liquor and wine. There is good potential for Indian Rum, Wine and Beer in this market.



Basmati Rice Promotion

APEDA did Basmati Rice promotion through out the event by organizing wet sampling of Basmati Rice Briyani in Veg & Non-Veg flavor. The flavor of Indian Basmati rice was very much liked and appreciated by the visitors.





The APEDA booth was a real attraction for visitors because of its colourful and vibrant ambience accompanied by pleasant exotic aromas of Indian Basmati rice. Indian snacks, Walnuts, Spices, Ground nuts, Sesame seeds and Guar gum powder were also promoted in the event by displaying of products samples and distribution of publicity materials to the visitors. The wet sampling of Basmati Rice Biryani was a major crowd puller at the event





Samples of Indian Sweets, Snacks, Rice, Mixed Spices, Dehydrated Vegetables, Fruit Pulps etc. were displayed in the stall. A special brochure was made giving the details of the exporters to participate in the event in the local language. Other publicity material on processed food, fresh fruit and vegetables, cereals, Meat etc. were distributed during the event.





APEDA was awarded with the Best International Newcomer Award in its first participation in the World Food 2012, Kyiv, Ukraine.



APEDA officials with the exporters participated in this event.



List of Participants:

S.NO.	NAME & ADDRESS OF THE COMPANY	CONTACT DETAILS
1	APEDA MINISTRY OF COMMERCE, GOVT. OF INDIA	Mr. T. SUDHAKAR, Deputy General Manager Mr. Man Prakash Vijay, Assistant General Manager
2	MOFPI (MINISTRY OF FOOD PROCESSING INDUSTRIES), GOVT. OF INDIA.	Mr. K B SUBRAMANIAM, Dy. Secretary
3	M/s. MAHARAJA DEHYDRATION PVT LTD	CONTACT PERSON: MR. SAVJIBHAI THANTH MOB.: +91 9099 515 200 EMAIL: info@maharajadehydration.com
4	M/s. SHREEJI PROTEIN	CONTACT PERSON : Mr. ARAVINDKUMAR MOHANBHAI MOB: 9924493575 E-MAIL: sales1@shreejiprotein.com
5	M/S. BNK CORPORATION	CONTACT PERSON: Mr. BINDESH SHAH. MOB NO. 09821432443. MAIL ID: bindesh@shahmail.in
6	M/s. AMIR AGRO INDUSTRIES	CONTACT PERSON: MOHAMMED YASIN MOB NO. 9823046371 E-mail: yasinranani@gmail.com
7	M/s. ALI FOODS	CONTACT PERSON: Mr. NASIRHUSAIN NURALI MOB. NO. 098242-82502 E-mail: info@alifoods.net

8	M/s. KALYA EXPORTS	CONTACT PERSON: Mr. AMIT KUMAR KALYA MOBILE NO.+91 98906 73321 E-MAIL: kalyaexports@yahoo.co.in
9	M/s. EMCEES COMMERCIAL CO.,	CONTACT PERSON: Mr. NIRAJ RAKESH ANAND Ph. No. +9122 23446174 / 23420808 E-MAIL: emcees50@gmail.com
10	M/s. KHUSHI FOODS LTD	CONTACT PERSON: Mr. JAGDISH SHARMA Ph. 0091-79-26403798, 26401061 E-mail: infor@khushifoods.com , export@khushifoods.com

Annex B

The list of enquiries received in the World Food 2012 Ukraine:

Mr. Vijay Pal Singh, Director, M/s. Vira Private Enterprises, St. Tomanskaya, 178 City Dneprodzerzhinsk Dist. Dnepropetrovsk Ukraine 52900 Tel: + 38 067 901 31 75 + 38 050 031 01 57 + 38 067 834 15 19	Rice and Processed Food Products.
Mr. Ram Dange Director M/s. Indrayani Overseas 1-G, V.Ulyanova Lane Kyiv, Ukraine Tel. 044 424 59 99 044 424 41 50 Mobile: 050 382 35 62	Rice
Mr. Surinder Bir S. Virk Country Manager Europe & Russia Business Center Svyatogor St. Letnikovskaya 10/2 Moscow 115114, Russia Tel/fax. +7 495 9261695 Mobile +7 926 8999028 E-mail: svirk@iffco.com	Rice and Other Processed Foods.
M/s. Vostochniy Proekt Grazhdanskaya-Road, Bld. 119 91031 Lugansk Ukraine E-mail: v_proekt@ukr.net Tel: 38 0642 345733	Jaggery and Confectionary

M/s. Natural Foods Ltd 2-Floor, 15 Borispilska 02002 Kyiv Ukraine E-mail : buyer@jasmin.ua Tel.:38 044 5665676	Dried And Preserved Vegetables
M/s. Schellex Pl. Petrushevycha, 3 79005 Lviv Ukraine E-mail : schellex@lviv.gu.net Tel.: 38 032 2245410	Poultry Products
M/s. Rivneoptorg Staritskiy Street, 45 33024 Rivne Ukraine E-mail: oleg_savluk@ukr.net Tel.: 38 0362 258332	Other Fresh Fruits
M/s. Vitis Group 143-A Borschagivs'Ka Str, 03056, Kyiv, Ukraine E-mail: office@vitis.com.ua Tel.: 380 44 457-6867	Alcoholic Beverages
M/s. B & F Co. Llc Dubai P.O.Box: 15556 E-mail: bandfco@eim.ae Tel.: 971-4-320-0092	Other Fresh Vegetables
M/s. Yulana Pe 11 Jygalina Str., Simferopol, Ar Crimea, Ukraine E-mail: ulana_sim@mail.ru Tel.: 380652-52-13-99	Alcoholic Beverages
M/s. Haim Paskovich & Sons Ltd 52 Hakidma St. North Area P.O.B 12665 Ashdod Israel E-mail: info@paskovich.co.il Tel.: 08-8627000	Poultry Products
M/s. Poe Pustovoi Y.V 9V Laiosha Gavro K.61 04211 Kiev Ukraine E-MAIL: pustovoi@cdmaua.com Tel.: 38 044 2230645	Cocoa Products
M/s. Avers Jsc Kharkovskikh Diviziy Str 17 E-mail: jerrick@mail.ru Tel: 38-0572162202	Fresh Onions
M/s. Deimex Tierra Nuestra Group, 01103, Kikvidze 13-B, Kiev, Ukraine E-mail: info@deimexeurope.com Tel:380 97 100 3619	Alcoholic Beverages

M/s. Fresh Food 39 Grushevskovo Street, 65031 Odessa, Ukraine E-mail: sales@freshfc.com Tel.: 380-48-729-7315	Other Fresh Vegetables
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