

Report on APEDA's participation in the India Show Toronto, Canada 17-20 October, 2011

APEDA had participated in the India Show held at Direct Energy Centre, Toronto, Canada from 17-20 October 2011. The show was organized by EEPC India with the support of Consulate General of India, Toronto. APEDA had taken a stand of 36 sq. mtr. The objective of APEDA's participation was to project India's capabilities in the field of food sector. APEDA had arranged special blow-ups and posters for the event and this added glory to our stand. Representatives of five exporters were present along with their products in addition to the products of another six companies were also displayed at APEDA's stand.

APEDA was represented by Mr. S.S. Nayyar, Dy. General Manager and Mr. R. Ravindra, Asstt. General Manager. APEDA had arranged for special packs of basmati rice which were used as giveaways and were highly appreciated by the visitors especially Dr. Rahul Khullar, Commerce Secretary and Mr. S.M. Gavai, High Commissioner of India in Canada, who had inaugurated the show. In addition, with the help of Consulate General of India Toronto and EEPC, APEDA had arranged for the display and free sampling of Indian wine. **APEDA was awarded as the best pavilion of the show by EEPC India.** The comments received from some of the dignitaries who visited APEDA stand are as under:-

1. Dr. Rahul Khullar, Commerce Secretary, Govt. of India

Very good job done – I hope the wine and the basmati rice are a success. Keep up the excellent work.

2. Mr. Arjun Munda, Hon.'ble Chief Minister, Govt. of Jharkhand and Mr. S.K. Choudhary, Chief Secretary, Govt. of Jharkhand

I think one of the best stalls with actual products being displayed. I wish you achieve great business for India.

3. Mr. S.M. Gavai, High Commissioner of India, Canada

Excellent presentation by APEDA

4. Ms. Preeti Saran, Consul General of India, Toronto, Canada

Great show by APEDA - Feel proud to be part of it.

5. Ms. Dipika Damela, MPP – Mississauga East Coohville, Ontario

Good to see some wine from India. Happy to be here as a proud Indo – Canadian

6. Dr. D.K. Tiwari, IAS, Principal Secretary to the Chief Minister, Govt. of Jharkhand

Very good show. Very good information

7. Mr. R. Venkataraman, Vice Consul, Consulate General of India, Toronto

Food processing gets a huge face in Canada. APEDA must visit Food Shows every year to give fillip to this industry. There are tremendous opportunities that need to be explored and harnessed. Excellent work by APEDA

8. Mr. Arvind Patel, Founder Valgro Group India, Ahmedabad

Great efforts, good display and promoting India brands to Canada in a different way. I wish you a great success