

Chairman APEDA at the Inaugural of Profoods/ Propack, Colombo  
26-28 August 2011.

Chairman delivering the Chief Guest speech at Inaugural



10th ANNIVERSARY CELEBRATIONS OF PROFOOD / PROPACK  
INTERNATIONAL EXHIBITION 2011

The main International Exhibition of food Processing, Packaging and Agribusiness fraternities Joined together on the 26th, 27th and 28th of August 2011 to showcase complete food supply chain in this much awaited 10th Anniversary show. the exhibition had over 300 stalls covering the totality of the food supply chain, giving opportunities for investors, traders and consumers to see first hand the availability and opportunities in this industry.

This year's event had representations of the SAARC region. An area was allocated for international pavilions showing tremendous growth of this event and the popularity it has among all consumers and stakeholders in the industry.

Over 300 exhibiting food processing companies from 15 countries, displayed more than 1000 new products and services. The event was opened on the first day from 10.00 a.m. to 12.00 noon for trade visitors and thereafter for the public till 8.00 p.m. and on the 27th and 28th from 10.00 a.m. to 8.00 p.m. for the public.

India was honoured as partner country for the event and Kerala had a special separate pavilion for the visitors. Chairman APEDA, delivered the Inaugural speech as chief guest from the partner country. The details of huge production of Indian food products was highlighted by Chairman. He also mentioned that High Quality Indian food products have found acceptance in all stringent quality conscious markets like EU & US. Countries like USA and some members of EU has granted Equivalence with respect to Export of Organic Products from India.

India's efforts with respect to installation of Quality management systems, traceability systems, advance Infrastructure and preservation systems were also highlighted during the speech of Chairman. APEDA's effort in marketing of Indian food products at a much bigger scale (500 to 1000 Sqm) by aesthetic designs as best in the world at major food exhibitions like Sial, Paris Fancy food USA, ANUGA, Germany, Biofach(at 3 Locations) and Gulfood, Dubai etc was also one of the highlights of the Chairman speech at the Xth Profood/Propack Exhibition, Colombo, Sri Lanka 2011.

Minister of Agriculture, Hon'ble Mahinda Yapa Abeywardena and Hon'ble Minister for Economic Development Mr Rajapakse visited APEDA's stall and spent time with representatives of Exporting companies present in Indian Pavilion. Indian pavilion was a distinctly attractive pavilion(see Pic) and attracted large visitors. All the exhibiting companies expressed their happiness over the success of their participation in the exhibition.

This event, helped all stakeholders of the processed food, packaging & agriculture industry to exchange their technical know how, and enrich business relationships. India's participation in such important fair will stimulate the food industries. A noteworthy feature of is the high level of benefits that are passed down to the farmers, who are the indispensable and also most deserving segment of the processed food chain. Another significant outcome from the past few events was the small and medium scale industry. This pavilion was a huge success among all visitors and assisted all small and medium scale enterprises to showcase their latest products and services.

The event served as an opportunity to meet supermarket buyers, importers and distributors on one platform to establish business contacts and generate genuine sales leads.

A view of the wet sampling area for snacks, frozen foods from  
M/s Sumeru Frozen foods Nikasu frozen foods Intl. & M/s TTK Healthcare



#### List of Direct participants

Innovative Foods Ltd.  
Maruthi Traders  
Nikasu Frozen foods  
Saurabh Engineers  
TTK Health care Ltd  
Ushodaya Enterprises Pvt Ltd

#### List Of Exporters ( Display of samples Only)

Bambino Agro Industries Ltd.  
Biking foods Pvt Ltd  
MTR Foods Pvt Ltd  
Ravi Foods  
Sresta Natural Bio Products Pvt Ltd  
Dehydrated Onion/Garlic