



JANUARY-MARCH 2012



# APEX Update

SHOWCASING INDIAN AGRI EXPORTS



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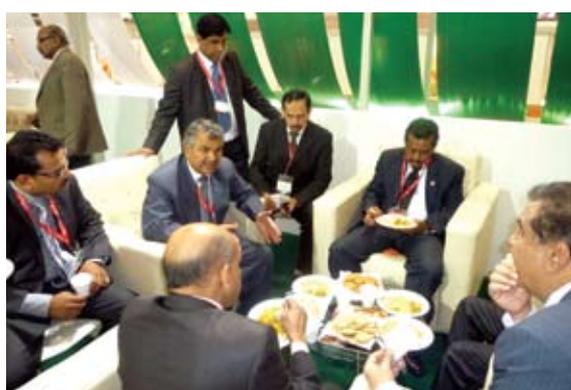
India – Country of the Year at BioFach 2012

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# Agri Exports – Rise and Shine

In the new year, we expect more restrictions to go away. With good monsoon forecast, expectation of bountiful kharif production, greater commercialisation of horticulture, higher investment in food processing and improved packaging of processed foods, the export is bound to look up.

Asit Tripathy | Chairman, APEDA

**THE EXPORT** data is trickling in from DGCI&S. We expect that the export of APEDA-related products in 2011-12 would experience unprecedented growth. As per the figures available from April 2011 to January 2012, the growth stands at 92 per cent over the last year, breaching the ₹ 60,000 crore mark. As a matter of fact, this has been a great period for agri exports with almost no major commodities facing minimal restrictions except pulses, edible oil, etc.

A large number of infrastructure projects have been proposed and we are in the process of sanctioning them. They are spread over most of the country and in clusters where the potential by exportable crops like fruits and vegetables are growing in abundance. The finance of projects is biased towards value addition, as in the case of potato processing projects in West Bengal and Gujarat.

There was good news from China, where, after years of negotiations, Basmati Rice finally received market access. APEDA's participation in 'India Shows' Canada, Pakistan and Indonesia was much appreciated and our sampling of Basmati Rice Biryani, wine and processed food drew many admirers. In the new year, we expect more restrictions to go away. With good monsoon forecast, expectation of bountiful kharif production, greater commercialisation of horticulture, higher investment in food processing and improved packaging of processed foods, the export is bound to look up.

I wish all the member exporters the very best in the current financial year ■



# A Positive Approach to Improve Agri Exports

Implementation of a 10-point programme to improve domestic production, consumption and agri exports

**THE DIVERSE** agricultural sector of India provides livelihood to about two-thirds of the total population. It is the primary source of revenue and constitutes around 17 per cent of the total GDP of India. It also accounts for about 10 per cent of the total export earnings and provides raw materials to large number of industries. At 184 million hectares, India holds the second-largest arable land in the world after USA and is also the third-largest food producer after USA and China. Despite this, the export of agricultural products from India in 2009 was about USD 17 billion and the country ranked 12<sup>th</sup> in the world with a market share of merely 1.4 per cent. Hence, India is trying to emerge out of its subsistence farming stature and expand farm holdings which are currently small (average farm size is less than 1.5 hectare).

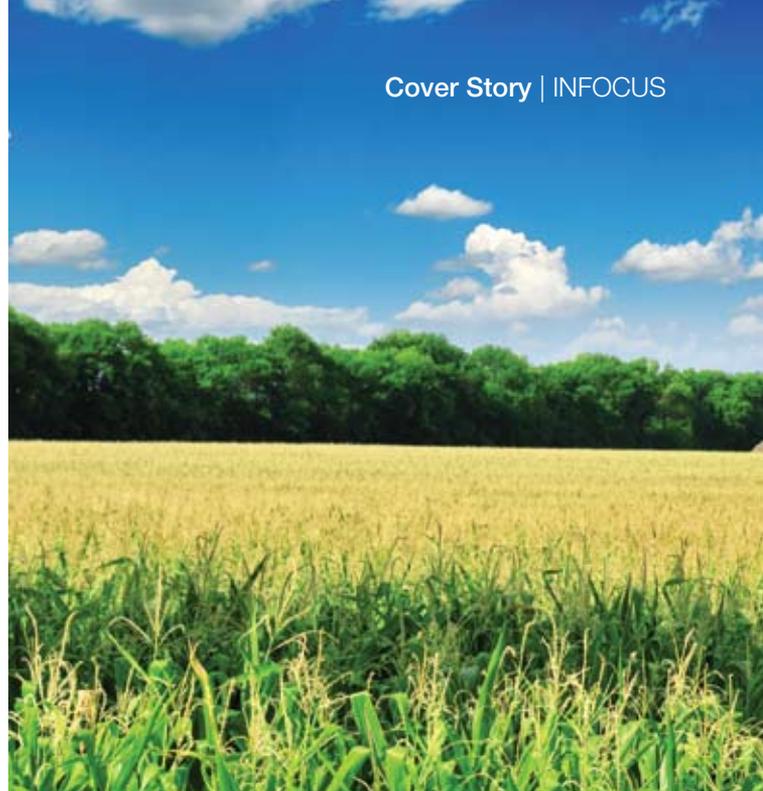
Indian exports comprise mainly of Basmati Rice, marine products, oil meals, processed foods, spices, tobacco, other cereals, tea, cashew, coffee, fresh fruits and vegetables and bovine meat. The imports, however, majorly consist of value-added branded products in demand. The procedure in most instances implies that India exports basic farm

produce which is re-imported to the country after getting processed into value-added products.

## Agri exports in the last decade

There has been a variation in the overall agri exports in the past 10 years. Factors like modulation in import duty structure, changes in agri business policies, a tough recession period and stringent phytosanitary measure (SPS) issues have led to an overall decline, affecting the developing countries.

The export share of all agricultural products in total merchandise export during 1999-2000 was 15.2 per cent, which declined to 8.8 per cent in 2008-09 and further declined to 8.2 per cent in 2009-10. However, in absolute terms, there has been a three-fold growth in the last 10 years and the value of agri exports has increased from USD 5.7 billion in 1999-2000 to USD 15.9 billion in 2009-10. This is clearly indicative of the fact that during the past 10 years, the export of other merchandise has shown a higher growth as compared to agricultural products.



In terms of markets, while USA, the Netherlands, France, Germany and Brazil constitute the major global players, India's major partners have been the UAE and Saudi Arabia, which together account for close to 30 per cent of agri exports. Although, 50 per cent of their ethnic population comprises expatriates from India, the country's share of exports in these markets does not exceed 5 per cent. This indicates that Indians residing there consume only a fraction of the Indian origin groceries available. Indian exporters should capitalise on the huge *desi* population, creating a preference for Indian agricultural products to generate significant revenues for India.

It is also noteworthy that India's export of value-added products has declined slightly from 33 per cent in 1999-2000 to 24 per cent in 2009-10, signifying that more and more raw agricultural products are being

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exported from India. This is because most countries have restructured their agri business policies to promote food processing and value addition, thereby, encouraging import of raw materials. One of the important steps taken by countries in this direction is to modulate their import duty structure in such a manner that there is less import duty on raw materials and higher import duty on finished products. The increase in import duty is in direct proportion to value addition. This holds true for most developed countries. India's agri exports to the developed world during 1999-2000, stood at 26 per cent, further declined to 14 per cent by the end of the decade. Recession during the intervening period has also caused the developed countries to reduce their imports from most developing countries like India.

On account of the recessionary trend, there was a marginal decline (4 per cent) in India's agri exports during 2009-10 over the previous year. One important reason for this is better price realisation in the domestic market. At times, the prices of various commodities in the country are higher than the potential realisation from exports, due to which processors are unable to procure raw materials and process them into export products.

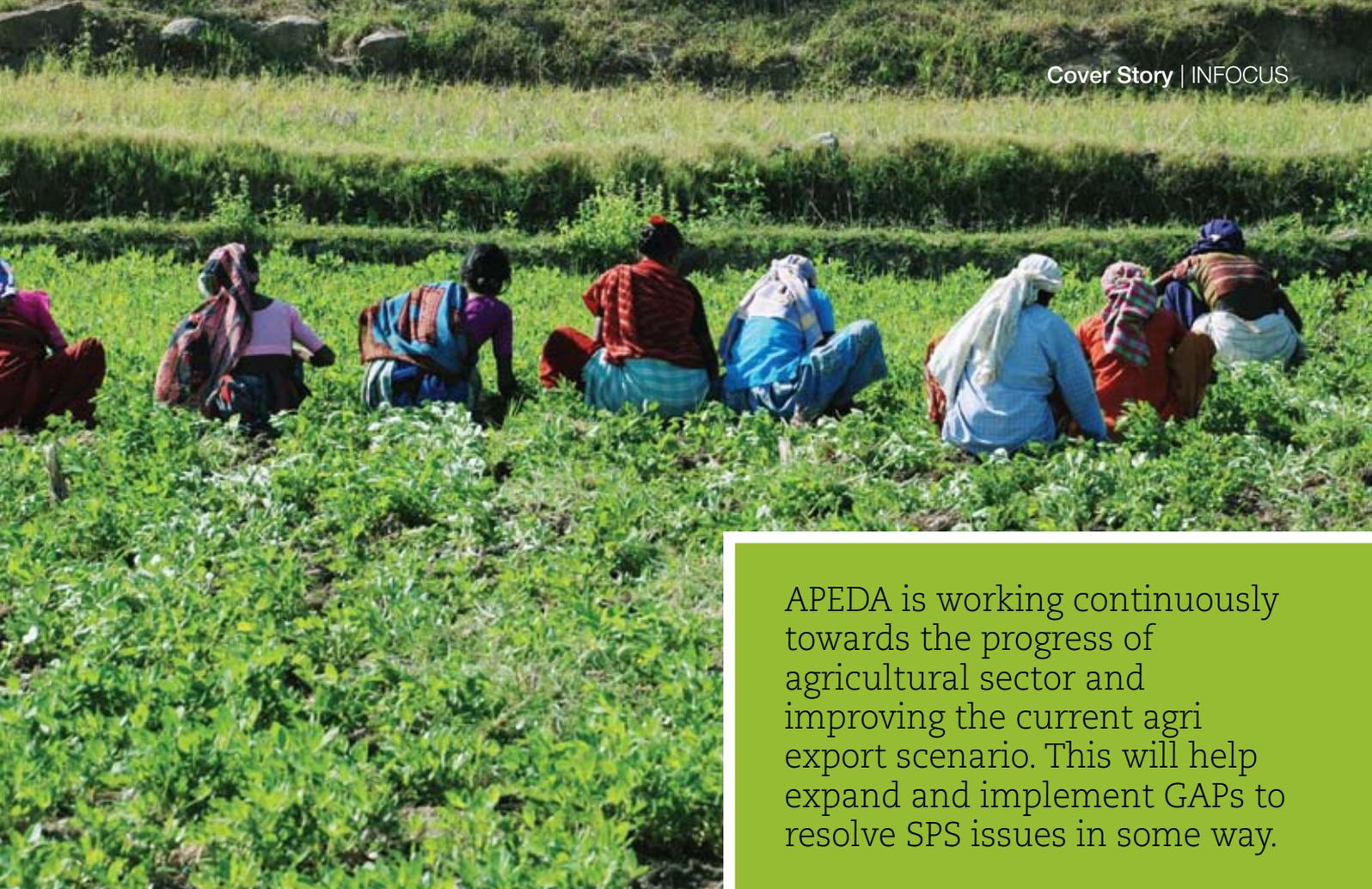
Another area that needs to be addressed is the contract farming arrangement. There have been different models applied by the industry, some of which have been partially successful. APEDA is focusing on infrastructure development, but the availability of good quality and safe raw material in the required volume needs to be augmented.

Amongst the major reasons for the decrease in export to developed countries is the SPS issue. The past decade has witnessed a surge in these, keeping our exports at bay. There is a growing concern for food safety among the consumers abroad and demand for Total Quality Management (TQM) by the importers and supermarkets on account of liability issues, private standards and push from consumer organisations. Now, we see SPS concerns being raised even by the developing countries, which are clearly using Codex guidelines and upgrading their food safety standards. Unfortunately, our regulatory bodies and the industry are unable to keep pace with the changing trends. However, the implementation of Good Agricultural Practices (GAP) by our farmers would be of immense help, both for themselves and the environment. It will ensure judicious use of chemical pesticides and fertilisers, thereby, saving a lot of public expenditure.

## Domestic market

While on one hand, the increase in population has raised the demand for agricultural products, on the other, the land area under cultivation has decreased because of urbanisation. Secondly, it is noted that because of higher incomes, changing lifestyles and concern for good health, consumers are shifting towards high quality value-added products. There is sufficient awareness about organic products and consumers are inching towards safer food. Resultantly, it is seen that food processing facilities have come up in the country in the private sector. While this is a positive trend towards value addition, the pace at which processing has picked up in India is not commensurate





APEDA is working continuously towards the progress of agricultural sector and improving the current agri export scenario. This will help expand and implement GAPs to resolve SPS issues in some way.

with the consumer demand. Therefore, the import of processed foods is picking up in the country, and if this gap continues to increase, it is certainly a matter of concern and introspection.

### Suggestions for higher growth (A 10-point programme)

The agri export situation as well as domestic production and consumption can be improved upon by undertaking some of the following steps:

- (1) Promote availability of good quality and safe raw material in a critical mass, through implementation of certifiable form of Good Agricultural Practices (GAP) in identified clusters. This will help in addressing SPS barriers
- (2) Augmentation of the cold chain infrastructure (Cold Chain Corridors) coupled with setting up of offshore logistics facilities on Public-Private Partnership (PPP) mode
- (3) Promote food processing on a large scale with assistance for introduction of new technology (higher growth in exports and domestic market will come from value addition in the future)
- (4) Concerted efforts to strengthen quality and food safety management system based on international standards (Codex standards) throughout the value chain, both for exports and the domestic market
- (5) Capacity building of public and private sector employees at different levels for developing an export-oriented approach to agriculture trade
- (6) Introduce best practices throughout the product value chain covering farm production, processing, packaging, testing, inspection and certification, transportation, storage and retail as well as farm-to-fork traceability
- (7) Modulating the import duty structure aimed at encouraging import of raw materials and commodities and promoting value addition for exports (shift from bulk to retail)
- (8) Encourage investments in R&D and technology aimed at commercial application
- (9) Infuse professionalism with long-term perspective for a turnaround in the current approach to agri exports
- (10) Reduce transaction costs at different stages of the value chain to facilitate exports

APEDA is working continuously towards the progress of agricultural sector and improving the current agri export scenario. This will help expand and implement GAPs to resolve SPS issues in some way.

However, following slight inconsistencies in terms of the production to consumption process during past few decades, a positive approach (if implemented accordingly), like this 10-point programme, will help achieve the untouched goals and improve the agricultural sector in India ■

# The Independent Republics of Latin America

Latin America's leading nations have emerged as economic superpowers

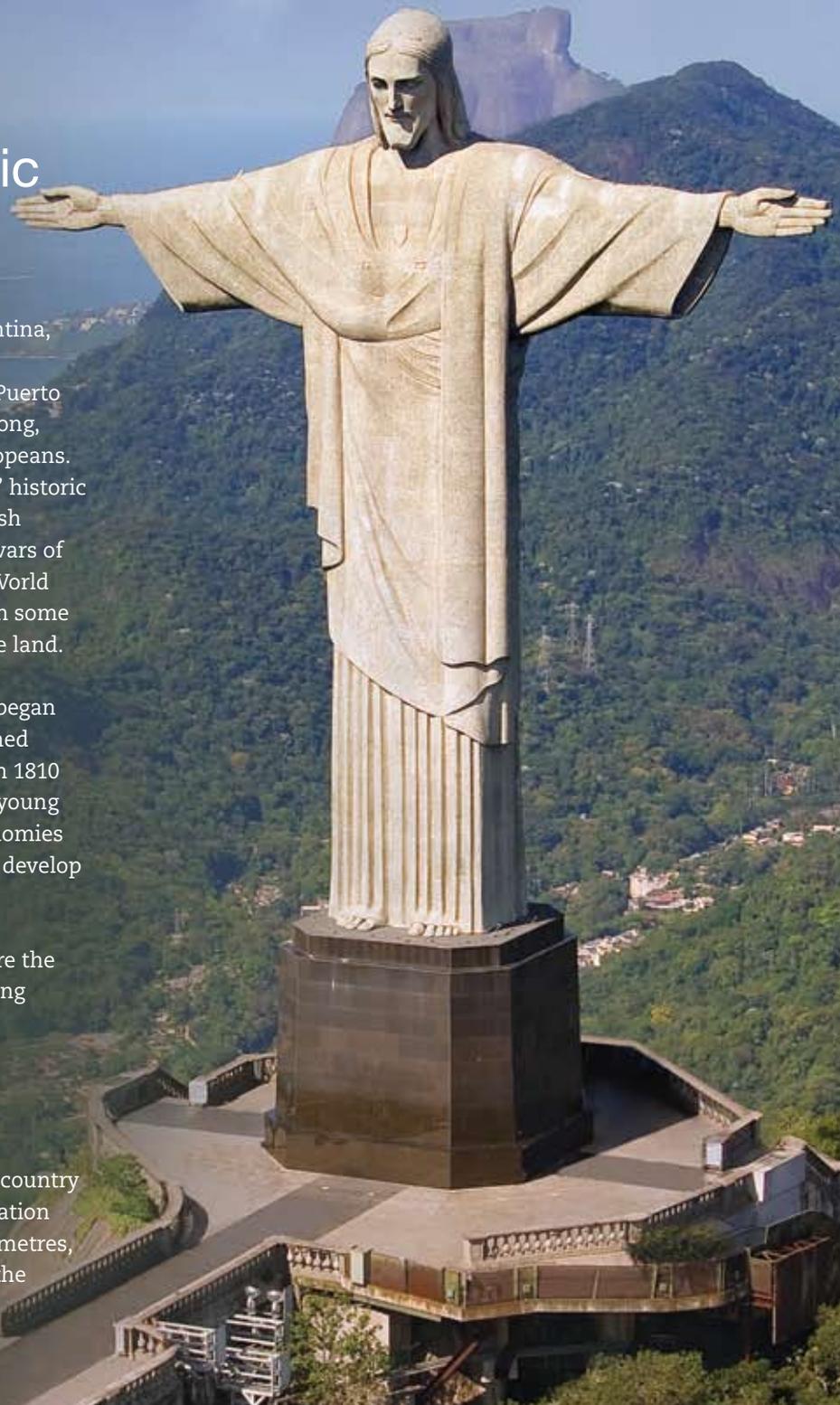
**LATIN AMERICA** majorly comprises Argentina, Belize, Brazil, Chile, Colombia, Costa Rica, Cuba, El Salvador, Guadeloupe, Jamaica, Mexico, Peru, Puerto Rico, Uruguay and Venezuela. The region had a long, rich history before being 'discovered' by the Europeans. From the time preceding Christopher Columbus' historic voyage in the 1490s to colonisation by the Spanish and the Portuguese, leading to the 19<sup>th</sup> century wars of independence and developments at the end of World War II, each and every period of history is vital in some way to understand the present disposition of the land.

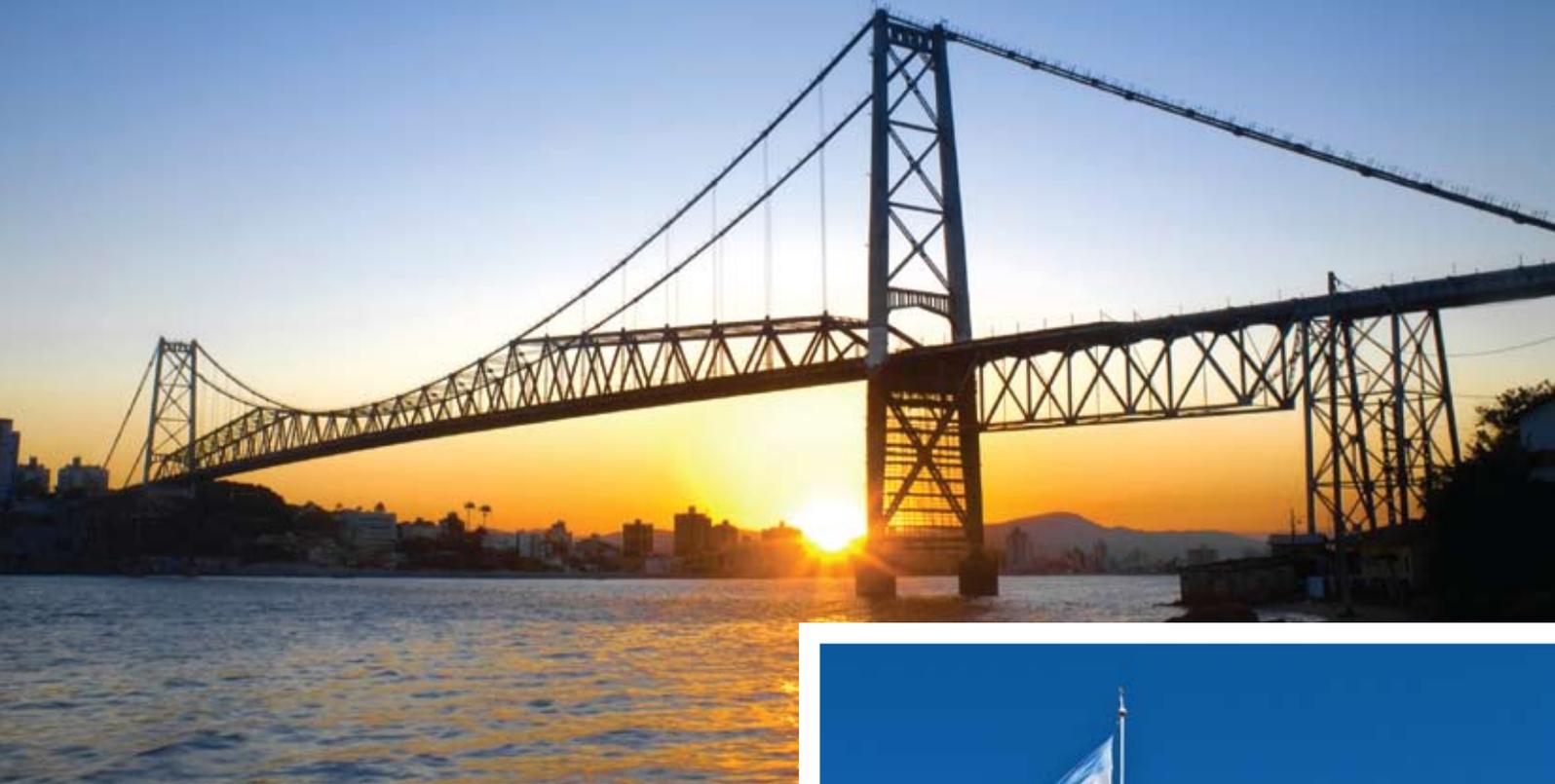
The independence movement in Latin America began to simmer around 1810. Most of the nations gained their independence from Spain in the years from 1810 to 1825. The late 19<sup>th</sup> century was a time for the young Latin American democracies to flourish. As economies developed, the republics stabilised and began to develop their own national identities.

Today, Brazil, Mexico, Colombia and Argentina are the emerging Latin American superpowers, with rising economies and increasing inter-trade relations.

## BRAZIL: LEAPING AHEAD

Brazil is Latin America's largest nation and the fifth-largest in the world. A federal republic, the country has 26 states and a federal district, with a population of 190 million. Spread over 8,511,965 square kilometres, Brazil is one of the most bio-diverse regions on the





planet having the world's largest reserves of tropical forest and fresh water. It also has vast, mostly untapped hydroelectric potential in the Amazon region.

## Economy

Brazil is Latin America's largest economy which is growing steadily and expanding its presence in the world market. The country is one of the most influential in its region and a part of the BRIC economic group, along with Russia, India and China.

Agriculture forms the mainstay of its economy, with sugar and coffee being the oldest cultivated crops in the region. The cultivation of sugarcane was initiated around the 16<sup>th</sup> century by the Portuguese and coffee was brought around the 18<sup>th</sup> century. At present, Brazil is amongst the world's largest producer's and exporter's of both sugar and coffee.

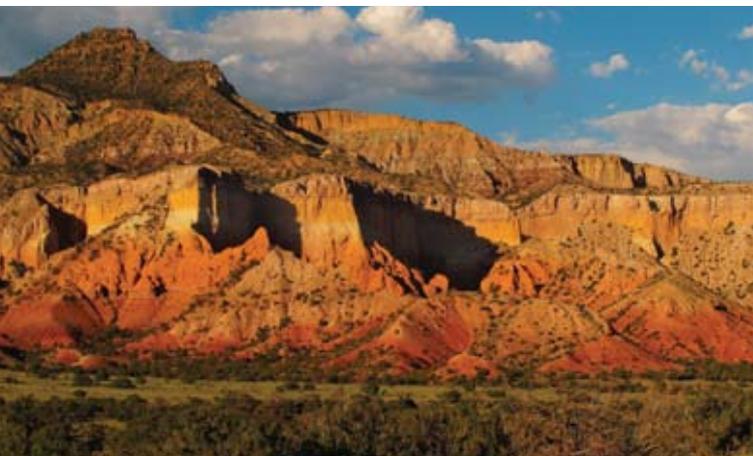
The Brazilian-economy was seriously hit during the 2008 financial crisis. Although deep, the impact did not last long and an early recovery, including the 2010 growth rate of 7.5 per cent, contributed to the country's transition, from a regional to a global superpower.

## Agriculture and agri-trade with India

The Brazilian region is an agricultural superpower. As a major sector of the economy, it is the key to the increasing foreign exchange reserves. Agriculture accounts for about 6 per cent of the GDP (25 per cent when including agribusiness) and 36 per cent of Brazilian exports. The



Brazil is Latin America's largest economy which is growing steadily and expanding its presence in the world market.



Brazilian nation also benefits from a positive agricultural trade balance with USA (USD 55 billion in 2009).

The country ranks second in the world in the production of oranges, cocoa and soybeans and produces more coffee, sugarcane, cassava, bananas, and sisal than any other country. There is also a huge international demand for its cattle and poultry. It has the world's largest commercial cattle herd (50 per cent larger than that of the US) at 170 million animals.

India majorly exports jaggery, guar gum, Basmati Rice, and dried and preserved vegetables to Brazil. As per the 2010-11 statistics, the total exports and trade between India and Brazil has been estimated at approximately USD 27,260 million.

## UNITED MEXICAN STATES

Mexico is the second most populous country of Latin America and the largest Spanish-speaking nation in



Mexico is Latin America's second-largest and the 13<sup>th</sup> largest economy in the world. It is a free economy, with a mix of services, industry and agriculture.

the world. Spread over 1,964,375 square kilometres, the country is an amalgamation of the modern and the outmoded, industry and agriculture. The World Bank classifies it as an upper-middle income nation.

## Economy

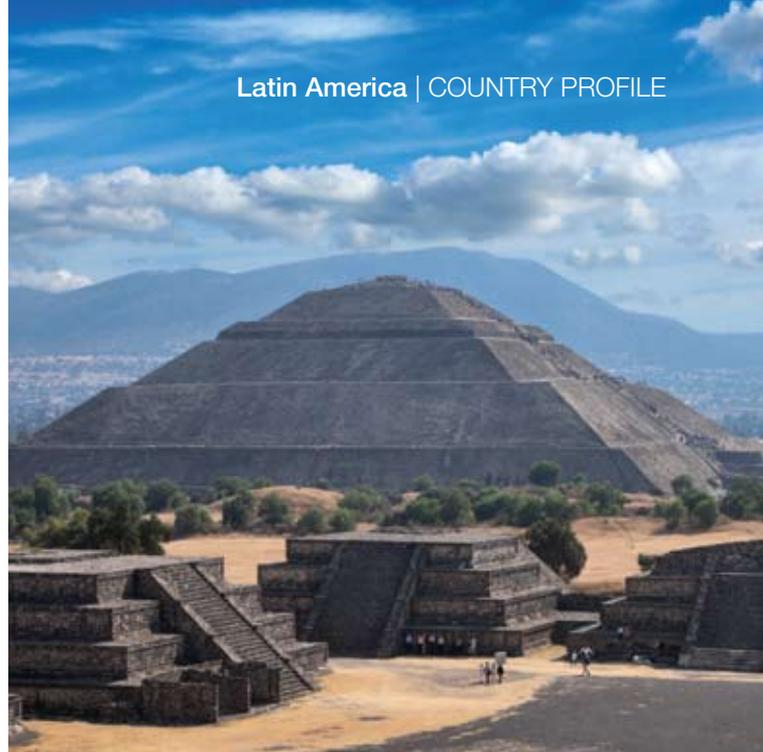
The country is Latin America's second-largest economy and the 13<sup>th</sup> largest economy in the world. It is a free economy, with a mix of services, industry and agriculture. Oil is a dominant force with large quantities to export.

The country has rapidly developing modern industrial and service sectors, with increasing private ownership.

## Agriculture and agri-trade with India

Mexico's agricultural sector accounts for 5 per cent of the GDP. The chief crops produced are sugarcane, tomatoes, corn, dry beans and avocados. In addition, other produce include's beef, poultry and dairy products.

Major Indian exports to Mexico include beer made from malt, ethyl alcohol, tea extracts and fresh grapes. Mexico, in turn, exports chickpeas, beer, instant coffee, fish flour and essential aromatic oils to India. It is planning to double its annual agricultural trade with India in 2012-13. Mexico plans to increase the export of chickpeas, papayas, cactus and agricultural equipments. The country has also signed a pact with India on enhancing research cooperation in developing high yielding varieties of wheat and maize.



## ARGENTINA

Argentina benefits from rich natural resources, a highly educated population, a globally competitive agricultural sector and a diversified industrial base. The nation is a mix of many national and ethnic groups. Today, the population predominantly consists of descendants of Italian and Spanish immigrants who arrived during the late 19<sup>th</sup> and 20<sup>th</sup> centuries. Argentina's population is largely Catholic, but it also has the largest Jewish population in Latin America, estimated at approximately 250,000.

## Economy

Over 100 years ago, Argentina was one of the wealthiest countries of the world. However, in the past few decades, its economy has seen many ups and downs. The global financial turmoil during 2008-09 resulted in a major economic downturn. However, the global economy's current recovery is helping to ameliorate some of the pressures, reflected in an increase in both imports and exports, by 31 per cent and 23 per cent, respectively, in 2011.

## Agriculture

The cultivated fields and grazing lands of Pampas have made Argentina the richest agricultural country of the world. Chief cultivations include wheat, maize, linseed, alfalfa, sunflowers, vegetables and fruits.

India majorly exports guar gum, dried and preserved vegetables, walnuts and floriculture to Argentina, while being majorly dependent on Argentina for imports of edible oil and pulses.

## REPUBLIC OF COLOMBIA

Colombia is the 26<sup>th</sup> largest nation in the world, with a population of about 46.6 million. It is amongst the 17



Colombia enjoys rich natural resources and is the second most bio-diverse country in the world. The country's abiding economic policies and hard line promotion of free trade agreements in the recent years have strengthened its ability to face extreme situations.

most mega-diverse countries in the world, harbouring a majority of the species of flora and fauna on earth. It consists of the second-largest Spanish-speaking population and is known for its multi-cultural society.

Colombia is a member of the CAN bloc of countries (Colombia, Peru, Ecuador and Bolivia), with whom the European Union (EU) started negotiations in 2007 for an EU-CAN association agreement. In 2010, the EU agreed to a Multiparty Trade Agreement with Colombia and Peru.

## Economy

Colombia enjoys rich natural resources and is the second most bio-diverse country in the world. The country's abiding economic policies and hard line promotion of free trade agreements in the recent years have strengthened its ability to face extreme situations. Its GDP grew to 5.7 per cent in 2011 and inflation ended in 2011 at 3.7 per cent, continuing almost a decade of strong economic performance.

## Agriculture

Colombia is the second-largest coffee producer in the world. Besides this, some 20 per cent of all cultivated land within the country is dedicated to growing mild Arabica beans, mostly for export. Colombia is also the world's second-largest exporter of cut flowers after the Netherlands, with an industry worth around USD 1 billion per year. Bananas are another major export crop, produced in the country's tropical lowlands.

The major agricultural products other than coffee, cut flowers and bananas include rice, tobacco, corn, sugarcane, cocoa beans, oilseeds and forest products.



## INDIA'S TRADE WITH LATIN AMERICA

At 20 million square kilometres, Latin America also has a larger land surface than Russia or Canada, the largest biodiversity and the biggest fresh water reserves on earth. It is also largely democratic and peaceful. Over the past decade, it has managed to grow at an average of 5 per cent despite the global recession, with figures of 6.1 per cent in 2010 and about 4.5 per cent in 2011.

Trade between India and the Latin America region increased nearly by nine-folds between 2000 and 2010, reaching about USD 21 billion. At present, the Latin American region accounts for 4 per cent of India's trade. Two-way trade between India and Latin America was recorded at USD 24.43 billion in 2010-11. It included USD 10.23 billion of India's exports to Latin America and imports of USD 14.2 billion.

In the next two years, countries from Latin America plan to double their trade with India to USD 50 billion with respect to continuing high economic growth in this region.

APEDA is active in the region. It regularly participates in the Brazilian FISPAL Food Service, an international fair of packaging, process industries and logistics for the Food and Beverage (F&B) industry. Popular amongst importers and exporters around the world, it brings together major innovators in equipment, packaging, raw materials, industrial automation and logistics. In June 2011, APEDA participated in the fair, organising a special promotion for Indian Basmati Rice and processed food products in Sao Paulo, Brazil.

Latin American Food Show (LAFS) is one of the most important F&B exhibitions in the region. The major objective of LAFS is to gather all Latin American exportable food products and services at the same place. APEDA's initiative ensured India's participation at the 6<sup>th</sup> LAFS organised in Mexico in September 2011. APEDA effectively promoted Indian food products like honey, fresh/frozen fruits and vegetables, spices, pickles, herbs and Basmati Rice at the exhibition ■





# North East India – Nature's Paradise

The region's biodiversity makes it an agricultural gem

**EVERGREEN FORESTS**, flowing rivers and beautiful landscapes are all that the North East of India abounds in. Comprising the resplendent 'eight sister states' – Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Tripura and Sikkim, the region is truly a paradise of nature.

Owing to its beautiful natural heritage, the North East is counted amongst the world's biodiversity hotspots. Its vast tropical rain forests support a diverse flora and fauna. The biodiversity sustains a variety of crop species that add significant value to the country's agriculture and green exports.

The eight sister states comprise a vast area that covers 255.09 hectares, constituting 7.76 per cent of the total land area of the country. The region's hill ecosystem

covers more than two-thirds of its geographical area and provides unique advantage to the agro-ecological system, of growing crops suiting a wide range of altitudes as high as 5,000 metres.

Further, propelling agricultural produce in the North East is the natural mode of irrigation. The region receives a record amount of rainfall, with Meghalaya receiving 12,000 millimetres per annum followed by Assam, which receives

Owing to its beautiful natural heritage, the North East is counted amongst the world's biodiversity hotspots.



1,200 millimetres per annum (approximately) Other states like Arunachal Pradesh, Nagaland, Manipur, Tripura and Mizoram also receive considerable amounts of rainfall.

Supported by valuable natural resources, agriculture is the main economic activity in the region and provides employment opportunity to almost 64.28 per cent of the total population. The region contributes to 2.6 per cent of the Net Domestic Product (NDP) (Source: Department of Agricultural Economics, Assam Agricultural University, Jorhat, Assam).

## The vision of growth and development

The North Eastern region is still developing and its per capita Gross State Domestic Product (GSDP) falls far below the rest of the country. The people of this region do not have access to basic services in adequate measure. Developmental indicators infrastructure, healthcare and power consumption in the region are below the national average.

Although, there are various problems faced by the North Eastern region pertaining to their troubled history and

geo-politics, yet the region exudes vivacity and positivity. It has great potential to grow and emerge as a region that is peaceful, strong and always ready to engage with the global economy.

Development in the North Eastern region centres mainly on the rural sector. There are two main reasons for it. Firstly, 80 per cent of the population of the North East region lives in rural areas and depends on economic activities in their surrounding areas. Secondly, the region is rich in natural resources. The major activities that provide a boost to the rural sector are agriculture, forestry, livestock, minerals and rural non-farm activity. The main industries in the North East include tea, crude oil and natural gas, silk, bamboo and handicrafts.

The North East has a good capacity to greatly improve the country's exports in the primary sector. The baffling diversity in topography and geo-climatic conditions across the region offers a positive scope to cultivate a variety of agricultural crops. This is advantageous for horticulture and floriculture as well.



The region hosts 38 per cent of the country's river waters, boosting the scope for irrigation, fishery and maintenance of livestock. The Brahmaputra and Barak rivers and their tributaries deposit rich alluvial silt along the banks of the plains of Assam, making the soil very fertile. The North East region has rich deposits of hydrocarbon (oil and gas) that provide a huge hub for mineral extraction; its vast areas of dense forests offer a rich biodiversity, medicinal plants and other valuable forest resources.

The government has taken various measures to facilitate rural development. The goal is to improve upon the agricultural productivity, creation of non-farm avocations and employment. Steps are being taken to help the developing sectors like agro-processing industries, sericulture, investment in manufacturing units based on the resources available in the region, by increasing the hydroelectric power generation volume and developing services like tourism.

The government has proposed various ideas in the context of holistic development for the North Eastern region. The idea of self-governance and participatory



Although there are various problems faced by the North Eastern region pertaining to their troubled history and geo-politics, the region exudes vivacity and positivity. The region has a great potential to grow and emerge as a region that is peaceful, strong and always ready to engage with the global economy.

development through grassroots planning is one of the major steps that would help in the evolution of a developmental strategy based on resources, needs and aspirations of the people.

The government has taken various initiatives for the improvement of infrastructure like rail, road, inland water and air transportation. Improvement of the communications network, including broadband, wireless technology and harnessing the vast power generation capacity is also on the agenda. The sea route through the Chittagong port and land routes through Myanmar and China could be opened to connect the region with the Association of South East Asian Nations (ASEAN). These measures will assist in tapping markets for the region and also attract private investments.

### **Agriculture, horticulture and the role of APEDA in boosting exports**

The North East region's diversely expansive quality allows the growth of a wide variety of crops. Each state offers exclusive advantages to grow selected crops; Arunachal Pradesh produces a variety of crops like small millet, maize, ginger and pineapple, Assam produces tea, rapeseed, mustard and sugarcane, Manipur produces chilies, rice, ginger and pineapple, Meghalaya produces ginger, potatoes, sesamum and pineapple, Mizoram produces ginger, maize and sesamum, Nagaland produces crops like small millet and maize, Sikkim produces ginger and Tripura produces natural rubber, coconut, bananas and pineapple.

Horticulture is another important agricultural activity that can bring revolutionary increase in the overall horticultural produce of the country. The North East produces a large number of horticultural crops like fruits, vegetables, aromatic, medicinal plants, spices and plantation crops like coconut, areca nut, cashew and cocoa. Every state in the North Eastern region produces a selective variety of horticultural crops.



## Exports from the region

The free trade policy between India and the ASEAN countries has provided a profitable trade route. The North East region has played a crucial role in contributing to the exports between India and the ASEAN countries.

Tea and silk constitute a major share of the total exports made to the ASEAN countries. The North East region contributes to more than 50 per cent of the total tea produced in the country. Bamboo is another commodity that is produced largely in the region. The production and export of bamboo-related products is large due to the new trading arrangements.

The North East region enjoys an advantage in the production of handcraft products. The major crafts of the North East region are based on resources like cane, bamboo, wood, terracotta, textiles, bell metal and brass. The region exudes a total of 19 per cent of the total handcraft units of the country. With proper planning and

developmental measures, the region can further increase the exports.

## Role of APEDA in the North East

APEDA is facilitating the export development within the region and its regional office at Guwahati, specifically looks after the export promotion. Various workshops, seminars and training programmes are organised to spread awareness amongst new entrepreneurs.

APEDA has strategised various means to enhance the production and quality of agricultural products. The goal of APEDA is to provide better income to the farmers through higher unit value realisation and to create employment opportunities in rural areas by encouraging value-added exports of farm produce.

## APEDA's strategy for the development of horticulture

APEDA has under taken several measures to develop the horticultural produce of the region. The organisation



Agricultural and Processed Food Products Export Development Authority of India (APEDA) is facilitating North Eastern export development, and its regional office in Guwahati specifically looks after export promotion. Various workshops, seminars and training programs are organised to spread awareness amongst the new entrepreneurs.

provides assistance for infrastructure facilities like packhouses, cold storages and refrigerated transport units. APEDA provides training to farmers with various pre and post harvest training programmes and quality awareness programmes. In addition to the programmes, APEDA also facilitates the production of pre and post harvest manuals in local languages and distributes it among the farmers. It provides transport assistance for the horticulture products from the North East region.

APEDA helps in building external market linkages for the food processing units in the North East region with major players in the food sector like Hindustan Lever, Dabur, ITC and other organisations. The conglomerate has established novel organic farms for Joha Rice and sugarcane in Assam, passion fruit in Manipur and pineapple in Tripura. They have now been handed over to the respective State Governments.

### APEDA's efforts

- APEDA conducted a workshop on setting up a floriculture park near Guwahati
- APEDA sponsors a delegation of exporters from North East to visit *Aahaar*



- APEDA has sanctioned an integrated packhouse facility for handling perishable products in Mizoram at ₹ 320 lakh
- In facilitating the export of pineapples, APEDA assisted NERAC Ltd. and the Government of Tripura with four refrigerator vans
- In collaboration with a German consultant at Jorhat, APEDA is providing training to the progressive beekeepers
- AIDC, Guwahati was sanctioned ₹ 315 lakh to establish an integrated packhouse of ginger
- APEDA is signing an MoU with M/S. CONCOR that will operate and manage all infrastructure projects CPC, walk-in type container, et al in the North East region
- A techno-economic feasibility study for a CPC at Guwahati airport is under preparation.
- APEDA is setting up walk-in type cold stores at Agartala, Aizwal, Imphal and Dimapur airports
- In Kolkata, a new CPC is under construction and at Bagdogra airport, a new CPC is sanctioned

Agriculture and exports can be the driving force of the North Eastern region's growth. Agriculture can not only help in the economic growth of the region, but can also attract foreign investments. Organisations like APEDA are putting in constant efforts to boost the agricultural produce and encourage export development. All these efforts and developmental measures provide a greater scope of industrialisation and growth for the region ■



# APEDA's Exponential Export Potential

**AS PER** the statistics acquired from the Directorate General of Commercial Intelligence and Statistics (DGCIS), till November 2011, there has been a phenomenal increase of 71.92 per cent in the exports of APEDA products in comparison to the previous year. Floriculture exports and seeds witnessed an 18.81 per cent increase, while exports of processed fruits and vegetables increased by 32.2 per cent. Livestock and other processed food items too, registered significant increases of 37.88 per cent and 151.24 per cent respectively, while cereals were up by 75.42 per cent. However, fresh fruits and vegetables registered a marginal decline of 6.54 per cent.

The DGCIS report also made a special mention of the remarkable performance of guar gum and groundnuts. Both products were successful in clocking growth figures of 316.317 per cent and 146.08 per cent, respectively. The opening up of the ban on the exports of Non-Basmati Rice in September after four years has paved the way for a growth of 1,497.48 per cent. Similarly, wheat exports registered 73,987.92 per cent growth along with other cereals, which garnered 86.88 per cent share.

With such an outstanding performance of the Indian export products, the figures are sure to touch the benchmark of over 50,000 crore in 2011-12 ■



## Vietnam Approves Indian Foodstuff Exports

**AS OF** April 4, 2012, Vietnam opened its gates for foodstuff exports of plant origin from India. The circular issued notifies that India has been placed in Vietnam's list of approved countries for such purpose. The dissemination of this information amongst Indian exporters can improve the overall trade relation between the two nations. Other countries approved for the same include USA, France, Australia, New Zealand, Canada, Thailand, Korea, Chile, Cambodia and South Africa. However, Laos and China are approved on temporary basis until June 30, 2012.

The details of the above are available at: (<http://www.nafiqad.gov.vn/a-news-events/lists-of-foreign-establishments-approved-for-export-to-vietnam>) ■



## South Asian Horti Congress and Fourth International Horti Expo 2012

**THE DEPARTMENT OF** Agriculture and Cooperation (DAC) is celebrating the Horticulture year 2012 and under the flagship of Ministry of Agriculture, NHM, HMNEH, NHB and NMMI, a fair (South Asian Horti Congress) was organised in New Delhi from March 3-5, 2012 at the NSIC Fair Complex. To make this exhibition more meaningful, Horti Expo 2012, Flora Expo 2012, Landscape and Gardening Expo 2012, and Potato Expo 2012 were interlinked and put into place under one roof. Thus, this exhibition has gained its popularity among different countries. Representatives from 16 countries namely, The Netherlands, USA, Germany, Thailand, Sri Lanka, Taiwan and France, etc. apart from the Indian counterparts were present at the event to display their farm innovation techniques. Visitors from Nigeria and Kenya were more interested in importing



flowers from India. They were mesmerised by the Indian farm techniques. Representatives from Sri Lanka Export Development Board were keen to know about the organic sector of India. The event was supported by APEDA through a theme pavilion spread over a 60 square metres. The objective of APEDA's participation was to disseminate the role of APEDA in promoting high quality agri production, processing and finally exports. The objective of the Congress was to address the holistic development approach of horticulture and its commercialisation. During this meet, several rounds of meetings were organised in order to exchange the ideas and information among the policymakers and corporate houses.

The exhibition was inaugurated by Ms Sheila Dikshit, Honourable Chief Minister of Delhi on March 3, 2012. M/s Media Today P Limited was responsible for organising this exhibition and coordinated with different Government agencies. APEDA's participation was led by Mr Sudhanshu, Deputy General Manager (Trade). Mr Sandeep Saha, Executive (EDP) and Mr Abhijeet Sarkar, Junior Assistant Executive were nominated by APEDA in order to manage the stall and disseminate information to the visitors ■



## APEDA to Aid Tamil Nadu Animal Products Exports

**IN A** bid to ensure food safety of the animal products being exported from Tamil Nadu-the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS), Chennai, and APEDA signed a Memorandum of Understanding (MoU). The MoU was signed on February 3, 2012 by Mr R Ravindra, Assistant General Manager who represented APEDA, Dr D Thyagarajan, Director of Research, representing TANUVAS. Dr R Prabhakaran, Vice Chancellor, TANUVAS, Dr V Purushothaman, Director, Centre for Animal Studies, Dr G Sarathchandra, Professor and Head, PLAFFS and Dr C. Balachandran, Registrar, TANUVAS, were present on the occasion.

APEDA committed to providing the university financial support in this regard and sanctioned ₹ 5.50 crores. This amount will be used by TANUVAS to upgrade its

Pharmacovigilance Laboratory for Animal Feed and Food Safety (PLAFFS) in accordance to WTO norms, for the export of livestock products ■



## Agricultural Exports: The Current Scenario

**THE GOVERNMENT** of India has incorporated certain amendments in the Foreign Trade Policy in order to facilitate the export of agricultural products including rice. Due to rice prices ruling favourable this year, the DGFT has issued a notification to reduce the MEP on Basmati Rice from USD 900 per tonne to USD 700 per tonne. The DGFT has also issued the notification permitting the export of Basmati Rice from all EDI ports. Export to Russia will continue to be in compliance with the certificate of quality to be obtained from eight approved laboratories and the phytosanitary certificate. The eight approved laboratories include, Insecticide Residue Testing Laboratory, Geo-Chem Laboratories Pvt. Ltd., Reliable Analytical Laboratory, Arbro Pharmaceuticals Ltd. and Shriram Institute for Industrial Research at

Delhi and its branch office at Bengaluru, Delhi Test House and Vimta Laboratory. The other conditions of export of Basmati Rice, such as registration of contract with APEDA, remain intact.

The Government has also issued Notification No. 98 on September 23, 2011, lifting the ban on the export of Non-Basmati Rice. All varieties of Non-Basmati Rice have been made free for export out of the privately held stocks. However, the export of the same shall be only through Customs EDI ports. Subsequently, vide Notification No. 76, dated September 23, 2011, DGFT has permitted the export of Non-Basmati Rice by PSUs or other Government organisations under Food Aid Programme, as also under Bilateral Trade Agreement to Maldives. Yet again, vide Notification No. 88, dated September 12, 2011, a quantity of 10,000 tonnes of Basmati Rice, ex Central Pool Stock to the Horn of Africa at economic cost has been permitted.

Further, a notification issued on February 23, 2012, granted permission for the export of Non-Basmati Rice through Land Custom Stations and non-EDI Land Custom Stations (subject to registration of the quantity with DGFT) to the Indo-Bangladesh and Indo-Nepal border. These exports are to be made by the private parties from privately held stocks. State Trading Enterprises (STEs), including M/s NCCF and NAFED are also permitted to export the privately held stocks of Non-Basmati Rice. RAs Kolkata and Patna and such other RAs as notified by DGFT from time-to-time will be the designated RAs for the purpose of such registration of quantity.





The Government vide Notification dated September 9, 2011, also lifted the restriction on the export of wheat through Custom EDI ports. Apart from the above, 650,000 tonnes of wheat products have been permitted through Custom EDI ports up to March 31, 2013.

The prohibition on the export of pulses has been extended up to March 31, 2013 through Notification No. 109, dated March 27, 2012, as issued by DGFT. However, *Kabuli Chana*, 10,000 tonnes of organic pulses and lentils per annum has been exempted from the ban. The contract for organic pulses is required to be registered with APEDA as done hitherto.

Special concessions and benefits have also been accorded for exports to specific countries. Export bans on milk powder, wheat, edible oils, pulses and Non-Basmati Rice do not apply to India's export to Bhutan, according to the notification dated December 5, 2011. The following annual limits (calendar year) have been set for the products:

Milk powder	1,600 metric tonnes
Wheat	24,000 metric tonnes
Edible oil	2,400 metric tonnes
Pulses	1,200 metric tonnes
Non-Basmati Rice	21,200 metric tonnes



Export proceeds against specific export to Iran, realised in Indian rupees, are permitted to avail exports benefits/incentives (notification dated March 5, 2012). These are at par with export proceeds realised in freely convertible currency. The modalities of this are being worked out with UCO Bank ■

## New Zealand Delegation Visits India

**A DELEGATION** from New Zealand, including Quarantine Expert, Dr Shiroma Sathyapala, visited India between March 12 and 16, 2012 to evaluate the system of official control and certification of fresh grapes for export to New Zealand. The visit was coordinated jointly by APEDA and the Ministry of Agriculture in association with New Zealand High Commission.

The opening meeting was held at APEDA's regional office in Mumbai on March 12, 2012. A detailed presentation on GrapeNet and plant quarantine certification system was delivered to focus on the structure and functioning for traceability and official control system in India. The GrapeNet system was highly appreciated by the team, as it provided detailed and seamless traceability of grape consignments and assured quarantine certification and its functioning in India. The team visited grape orchards at Nashik to understand the grape production and management process at farm level. Later, a packhouse visit was also planned for to understand the post



harvest process of grape grading, sorting and packing. The delegation was quite impressed with the labeling of packing boxes and its exact traceability to orchard level.

They were also satisfied with the production and post harvest operation of grapes. Hopefully, after compliance to certain requirements, Indian grapes may touch the shores of New Zealand ■

## More Registered Abattoirs Required

**THERE IS** an ever-increasing demand for animal products in both the Indian and international markets. Export of animal products such as milk, meat and meat products and eggs represents their significant contribution to the Indian agriculture sector. India's livestock population includes over 100 million buffaloes, 126 million goats and 66 million sheep. The nation boasts of housing about 58 per cent of the world's buffalo population and is the major exporter of buffalo meat, sheep/goat meat, poultry products, animal casings, milk and milk products and honey worldwide.

During 2010-11, India's net exports of animal products was ₹ 9,817.39 crores, with the major products comprising buffalo meat at ₹ 8,312.69 crores, sheep/goat meat at ₹ 253.19 crores, animal casing at ₹ 35.15 crores, processed meat at ₹ 21.05 crores and swine meat at ₹ 10.51 crores. The notable fact here is that the export of buffalo meat had sparked a sudden growth at about 53 per cent, as compared to the export during 2008-09 at ₹ 4,839.71 crores. Animal casing and processed meat recorded a growth of 11 per cent and 115 per cent, respectively during the financial year 2010-11 in comparison to the previous year.

Currently, there are 24 abattoirs-cum-meat processing plants, and in the last one year, three new export-oriented

units of buffalo meat processing have been approved and are reportedly under implementation. But, with such high demands in the international market for Indian meat, there is an ever-increasing requirement for more slaughterhouses in India. Creating live modern abattoirs and integrated abattoir meat processing plants will help ensure a safe and hygienic environment and more and more export of meat and animal products worldwide.

APEDA is trying to improve and increase the number of abattoirs-cum-meat processing plants. It has invited applications from public/private abattoirs for registration and approval. APEDA has granted transition time up to June 15, 2012 to enable the exporters of meat and meat products to get the abattoirs upgraded for sourcing of raw material and obtain registration from APEDA (Vide notification No. 89 (RE-2010)/2009-14, dated December 15, 2011).

This is pursuant to Notification No. 82 (RE-2010)/2009-2014, dated October 31, 2011 issued by the Ministry of Commerce and Industry, Government of India and the powers entrusted to APEDA under the APEDA Act 1985 and the rules made thereunder. The application procedures for the same were made available on APEDA website for easy access ■

## The Gulfood 2012

February 19-22, 2012, DUBAI, UAE

The world's largest annual food and hospitality fair, Gulfood 2012 was held from February 19-22, 2012 at the Dubai International Convention and Exhibition Centre. Over 3,800 companies from 88 countries exhibited their ensembles through the 110 international pavilions.

The fair showcases a number of products, latest equipments related to processing and packaging and an array of services, which include basic food, raw materials and baked products, at reasonable prices. Visitors are expected to visit the exhibition for healthy food and food processing machinery and equipment at cost-effective prices.

APEDA has been regularly participating in the event and at Gulfood 2012, it displayed and marketed Indian agricultural and processed food products. The India Pavilion, under the guidance of APEDA, was spread across an area of approximately 432 square metres at the Sheikh Saeed Hall. It was aesthetically designed and attractively set up which was greatly appreciated by the exporters and the visitors. Products on display at the India Pavilion under processed foods category included Basmati Rice, wheat, mango pulp, fruit bars, biscuits, pickles, spices and other ingredients. Apart from these, frozen and dried fruits and vegetables were also showcased at the pavilion.

This trade show provided the processed food trading industry, an opportunity to present their range of services



from processing to selling. One of the main attractions of Gulfood was its compact outlook and a highly effective show that focused on specific target groups. In particular, it offered exhibitors an excellent platform to present their products to the international audience and establish new business contacts.

There were, overall, 49 co-exhibitors, including State Governments, Ministry of Agriculture and exporters. The major co-exhibitors included Al-Khair Exports, Basic India Limited, Sarveshwar Overseas and Jadli Foods (India) Pvt. Ltd ■



## India – Country of the Year at BioFach 2012

BioFach Germany is one of the largest annual international organic trade fair. It is a one-of-its-kind opportunity for the participating organic stakeholders and an excellent platform for the exhibitors to present their latest range of organic products to trade visitors all over the world.

APEDA has been a regular participant jointly with the Ministry of Food Processing Industry (MoFPI). The fair also witnesses participation from Tea Board, Coffee Board and Spices Board, along with 20-25 exporters who showcase organic products through a common platform. The fair presented an entire range of organic products, namely processed foods, fruits and vegetables, spices, dairy products, beverages, garments and cosmetics.

This year, the organisers of BioFach Germany, NürnbergMesse, invited India as the ‘Country of the Year’ through a proposal sent to Mr Anand Sharma, Honourable Union Minister of Commerce and Industry and Textile. The participation has always been a huge success for the Indian contingent, but this year, India became the first Asian nation to be represented as the ‘Country of the Year’. Indian organic cotton garments, organic wine and





natural products turned out to be the centre of attraction at BioFach 2012.

NürnbergMesse, Germany, promoted India as the 'Country of the Year' through all its promotional materials and gave India special address at all press conferences. India was also invited to the official trade press luncheon on the second day of BioFach/Vivaness. APEDA aptly promoted the brand India in and around the exhibition venue and the city through a strategic promotional plan of 100 City-Light-Posters (CLPs), 23 City-Light-Boards (CLBs), two Zeppelins (balloon in the shape of aircraft), two Plasmas showcasing Indian organic products and 10 Indian flags hosted at the entrance to the exhibition centre.

More than 50 exporters of organic products participated under the Indian Pavilion, spread over around 925 square metres and 200 square metres in the textile hall. The pavilion welcomed the esteemed guests with the traditional *tilak*. The inauguration of the pavilion was replete with activities like a traditional Indian dance, which was followed by the Oscar winning song "Jai Ho" and a fashion show of Indian Organic garments by



famous Goan fashion designer, Wendell Rodricks. The traditional Indian *Bhangra* dance to the tunes of the drums also enthralled the audience. To give the visitors the India experience, organic cotton bags and lanyards with India Organic logo were also distributed.

During the fair, around 140 seminars are held on various topics, with APEDA organising one seminar every year. This time, however, with India being the 'Country of the Year', a total of seven seminars were organised by APEDA, covering different subject forums, namely, tea, spices, medicinal plants, cotton, fruits and vegetables, organic exports and domestic market. 25 speakers (15 international and 10 national) presented specific topics related to the above subjects in these seminars.

Overall, around 2,420 exhibitors (international share: 70 per cent) presented their products to 40,313 trade buyers from 130 countries (international share: 41 per cent) at BioFach and Vivaness 2012. Besides this, a trade policy event clearly indicated BioFach's pioneering role for the international market. USA and the EU signed an equivalence agreement on mutual recognition of their organic standards on the first day of the exhibition ■



## Fruit Logistica

February 8-10, 2012, Berlin, Germany

The world-class trade show for showcasing international fresh fruits and vegetables – ‘Fruit Logistica’, was held at the Berlin exhibition grounds from February 8-10, 2012. This leading trade show provided an ideal opportunity for the participants to showcase their products across the entire value-added chain. The event acted as an international platform for the exhibitors from around the world for displaying their expertise.

The show was attended by more than 56,000 traders from 139 countries, with the full spectrum of products and services across the entire fresh produce value chain. The exhibition was held on a fair area of 112,000 square metres where over 2,537 exhibitors from 84 countries across the entire chain of fresh produce value chain participated. The participants and exhibitors included global players as well as small and medium-sized suppliers from all around the world.

APEDA represented the brand ‘India’ through its 96 square metres of the India Pavilion. The pavilion showcased some of the best products in the fresh fruits and vegetables category. Products like pomegranates and table grapes were displayed under the fresh fruits category, and okra and beans under the vegetables category. APEDA was represented by Mr Sunil Kumar, Secretary and Mr U K Vats, Deputy General Manager. With an aesthetic stall design complemented by powerful messaging, the India Pavilion aptly generated the right eyeball hits from amongst the crowd.

On February 9, 2012, APEDA also organised an interactive seminar showcasing the developmental efforts of India to face various challenges and meet the fresh produce requirements of the European Union (EU). The seminar



was held at the Room Mannheim - Messe Berlin Fair, and was called ‘India – A Credible Source of Fresh Produce’.

‘Fruit Logistica’ was an important marketing event that showcased India’s fresh produce as a premium product. The event was a medium to position the fresh produce from India as a product of international quality which is at par with the local and similar products from other countries ■

## The India Show

March 6-8, 2012

Balai Kartini Exhibition Centre, Jakarta

APEDA, in association with The Department of Commerce, India, participated in the India Show, Jakarta which was held at the Balai Kartini Exhibition Centre from March 6-8, 2012. Mr Vinod K Kaul, Deputy General Manager of APEDA was the key person responsible for APEDA's participation at this prestigious exhibition.

Showcasing the brand 'India' at the exhibition, APEDA, with its gamut of deliverables like Basmati Rice, mango pickles, mixed pickles, lime pickles, tomato ketchup, mango jam, mixed jam, mango chutney, mango and guava pulp et al, left most of the visitors in awe. Besides these, a wide variety of Ready-to-Eat (RTE) food products and mixes like Instant *Rava Idli Mix*, *Gulab Jamun Mix*, *Vermicelli Payasam Mix*, *Pav Bhaji Masala*, *Puliogare Powder*, *Dal Fry*, *Vegetable Pulao*, *Chana Masala*, *Aalu Matar*, *Rajma Masala*, *Bhindi Masala*, *Daal Makhani*, *Matar Paneer*, *Paneer Tikka Masala*, *Palak Paneer*, *Paneer Makhani*, *Jeera Rice*, *Avial*, *Alu Methi*, *Paneer Butter Masala*, *Sambar* and *Spinach and Carrot Soup* were also displayed at the 64 square metres' India Pavilion. As key takeaways, decorative Basmati Rice gift pouches,



posters and brochures were created to give the assembled audience the Indian experience.

The APEDA stall witnessed the presence of many influential people. Mr Ajit B Chavan, Deputy Secretary, Department of Commerce, was present at the India Show and took keen interest in the products displayed and the various activities at the APEDA stall. Mr Rakesh Kumar Arora, the First Secretary, Embassy of India, Jakarta, Mr R Sukumaran, Consul General of India and Medan, Indonesia and Mr Syed Sajjad Haider, Counsellor and Deputy Head of Mission (DHM), Embassy of Pakistan, Jakarta also visited the APEDA stall and were highly impressed with the arrangements. Organisations like the Tea Board, Spice Board and Coffee Board also participated in the event and displayed their products.

A Cultural India Evening was also organised at the JW Marriot Hotel, Jl. Lingkan Mega Kuningan by H E Mr Biren Nanda, Ambassador of India on March 5, 2012 which was followed by the concurrent India-Indonesia business networking session on March 6, 2012. The session commenced with a welcome speech by the Ambassador of India, which was followed by opening remarks by Mr Rajive Kaul, Chairman of the Confederation of Indian Industries (CII) Trade Fairs Council. The session was addressed by Honourable Mr Anand Sharma, the Honourable Minister of Commerce and Industry and Textile (CITM), Government of India and Mr Gita Irawan Wirjawan, Honourable Minister of Trade, Indonesia. Mr Chandrajit Banerjee, Director General of the Confederation of Indian Industries (CII) was the session moderator.

The event participation proved to be a huge success, with visitors thronging the wet-sampling stall, where both vegetarian and non-vegetarian *Biryani* and red and white wine were served ■

## APEDA's MoU with Mizoram

A Memorandum of Understanding (MoU) was signed between the Government of Mizoram and APEDA on March 30, 2012, for the installation of walk-in type cold storage at the Lengpui Airport of Mizoram. The same was signed between Dr S Rosenglor, Director, Horticulture-cum-Managing Director of Mizoram Small Farmers Agri-Business Consortium on behalf of the Government of Mizoram and Mr Bidyut Baruah, Assistant General Manager of APEDA, in the presence of officials from Agriculture and Horticulture departments of Government of Mizoram and NEBARD. The total cost of the project is estimated to be around ₹ 20.6 lakhs. The establishment of this cold storage at Lengpui Airport will benefit the flower exporters of Mizoram, a leading flower growing state of North East India ■



## The India Show

February 11-13, 2012, Pakistan

The India Show was a joint initiative by the Ministry of Commerce and Industry, Government of India and Federation of the Indian Chamber of Commerce and Industry (FICCI) to promote 'Brand India'.

The business delegation from India was led by Mr Anand Sharma, the Honourable Minister of Commerce and Industry and Textile. The India Show was held at the Expo Centre in Lahore, Pakistan, from February 11-13, 2012, to promote the global demand for Indian products, services and technology.

The event was inaugurated by Mr Makhdoom Amin Faheem, the Honourable Minister of Commerce, Pakistan. The event hosted a unique three-day exhibition that acted as a pedestal of peace, harmony and growth, where India and Pakistan collaborated towards bilateral trade and investment. The trading partners of both the countries were quite enthusiastic about the growing business relationship between the two countries.

The India Show served as an important medium to create awareness about the business opportunities available from both sides, and was replete with joint ventures, technology transfers, marketing arrangements, CEO's forum, conferences as well as people-to-people contact between the two countries.

More than 50 prominent Indian companies exhibited their products spread around 110 stalls at the event. The stalls included processed foods, chemicals, services, engineering, textiles, gems, jewellery, cosmetics, healthcare, handicrafts, apparels, etc. It was observed that there was a huge demand for Indian snacks, biscuits,

jaggery, confectionary, chocolates, pickles, pulps, juices and other processed food products amongst the Pakistani consumers and market.

For the promotion of agricultural and processed food products of India, APEDA reserved a 100 square metres of pavilion space at The India Show. The aesthetically designed pavilion successfully promoted Indian processed foods. The APEDA booth was managed by Mr R K Boyal, General Manager and Mr Man Prakash Vijay, Assistant General Manager, along with four other representatives from Indian export houses.

The APEDA stall offered samples of Indian snacks, chocolates, biscuits and other food products to all visitors and resolved numerous queries. It is estimated that more than 40 potential and insightful queries were generated from the show. These enquiries covered a wide spectrum, engaging importers, large and small retailers, food stores, consultants, etc.

This certainly gives an idea about the amount of interest that the APEDA booth and the products showcased there were able to generate. A cultural evening and a gala dinner brought down the curtains to this illustrious event ■



## FoodTech Exhibition

February 4-5, 2012, Raipur, Chhattisgarh

APEDA participated in the FoodTech Exhibition 2012 held between February 4 and 5 in Raipur, Chhattisgarh. Dr Charandas Mahant, State Minister for Agriculture and Food Processing, inaugurated the event, which was organised by the PHD Chamber, Chhattisgarh State Industrial Development Corporation. Ltd., and the Ministry of Food Processing Industry.

PHD provided APEDA a stall spread over nine square metres on a complimentary basis. Mr T Sudhakar, Deputy General Manager, along with Mr Vijay Kumar Rana, Junior Assistant Executive, represented APEDA at the event.

Notable visitors at the APEDA stall included Shri A H Gaure, Secretary, Chhattisgarh Chamber of Commerce and

Industry, Raipur, Shri Radha Krishna Gupta, Chairman, Markfed, CEO, Zee TV, and N M Kejriwal, Chairman, Kejriwal Group of Companies, New Delhi ■





## APEDA at the Brand India Expo 2012

March 13-14, 2012

Ottawa, Canada

Brand India Expo 2012 was organised at the Ottawa Convention Centre from March 13-14, 2012. It began with an interactive seminar organised by the Trade Facilitation Office (TFO), Canada, on 'Exports to Canada'. Mr Tim Mattimoe, Director of Programmes, and Ms Mary Sable Gonzalez, Project Officer, delivered a presentation pertaining to the regulation and compliance requirements for exports to Canada and distributed information material. The presentation was followed by a welcome address from the High Commissioner of India at Ottawa, Shri S M Gavai.

APEDA was an active part of the exhibition and was able to garner impressive eyeball hits through its 110 square metres pavilion space at the India Pavilion, which was located at the entrance of the hall. Mr Navneesh Sharma, Deputy General Manager, APEDA and Mr Devendra Prasad, Assistant General Manager, APEDA, represented the organisation at the event. Besides APEDA, the India Pavilion also showcased participation from renowned exporters. Apart from this, product displays at the exhibition stall also generated numerous enquiries about Indian products.

The India Pavilion was inaugurated by Mr Ed Fast, the Honourable Minister of International Trade, Canada, on March 13, 2012. High Commissioner, Shri S M Gavai represented the High Commission of India in Ottawa, along with Shri Nabam Tuki, Chief Minister of



Arunachal Pradesh. The officers of the Indian High Commission in Ottawa, Canada, extended full cooperation by sending mailers to the local journalists to cover the event. They also sent mailers to the supermarkets, inviting everyone to visit the Indian Pavilion.

It was for the first time that an event of such a large scale was organised by the Indian High Commission in Ottawa. The event showcased India's strength and competitiveness in delivering quality products such as Indian wine, Basmati Rice and Biryani in the Canadian market. The APEDA stall was the centre of attraction with delicious recipes being offered through the 'tasting event'. The tasting of Basmati Rice Biryani and Indian wine were organised during the event. Both the products attracted ethnic and non-ethnic people of Canada and it was opined that this event would be a milestone in enhancing exports of Indian Basmati Rice and Indian wine to Canada ■



## The 'AAHAR' Exhibition

March 12-16, 2012, New Delhi

'Aahar' is the premier exhibition that covers a wide variety of sectors like food, hospitality and other related industries.

The Aahar exhibition was held at Pragati Maidan, New Delhi, from March 12-16, 2012, with the progressive theme of 'Indian food basket – a seal of quality.' The

exhibition was divided into two independent parts. The first part consisted of the 'Food India' show that showcased the potential of the food and processed foods sectors. The second part of the exhibition consisted of the 'Hospitality India' show that represented hotels and restaurants, bakery and confectionary equipments and supply. Aahar has always been recognised as one of the leading food and hospitality exhibitions of its kind in Asia.

Aahar plays a significant role in not only bringing together the potential business partners from India and abroad, but also provides a platform to implement government schemes for infrastructural development like establishing food parks, packaging, value-added centres, integrated cold chain facilities, irradiates and modernised abattoir establishments. The show offers a reliable and time-tested forum for Business-to-Business (B2B) transaction, exploration of joint ventures, technological upgradation and sourcing opportunities.

APEDA and the Ministry of Food Processing Industries of India (MoFPI), like always, jointly organised this event. APEDA, as mandated by the Ministry of Commerce, Government of India, has been entrusted with the responsibility to promote and develop the exports of scheduled products like fruits, vegetables, meat products, poultry products, dairy products, confectionery, biscuits and bakery products, honey, jaggery, sugar products, cocoa products, chocolates, alcoholic beverages, cereals, groundnuts, peanuts, walnuts, pickles, *papads*, *chutneys*,



guar gum, floriculture products, herbal and medicinal plants and rice (Non-Basmati). Both APEDA and MoFPI strategically utilised this vibrant forum to facilitate their stakeholders in the processed foods sector. The 1,500 square metres APEDA pavilion at the exhibition offered optimum exposure to around 38 exporters of processed foods products, rice and fresh produce. State nodal agencies of MoFPI also set up their booths in the pavilion to showcase the potential of food processing industries in the states of Uttar Pradesh, Jammu and Kashmir, Haryana, Andhra Pradesh, Meghalaya, Assam, Karnataka and Punjab. The participants at the event comprised overseas trade delegates, manufacturers, processors, exporters, suppliers, hotel and restaurant owners, professionals from retail chains, direct selling companies and hospitality institutes.

APEDA also organised a Buyer-Seller Meet (BSM) from March 12-16, 2012, in order to showcase India's potential for buyers from Poland, the United Arab Emirates, Australia, the United States of America, the United Kingdom and the Netherlands.

The APEDA Pavilion was inaugurated by the Chairman of the India Trade Promotion Organisation (ITPO) and was awarded with the 'Excellence Display Award' for its professional display of products ■



# For Your Information

## EXPORT HIGHLIGHTS

- The Central Government freed the exports of Basmati Rice. Exporters can now export Basmati Rice (dehusked (brown), semi-milled or milled, both in either par-boiled or raw condition) after registering their contracts with APEDA
- The limit on the number of EDI ports allowed to export Basmati Rice has also been lifted and all EDI ports can now cater to the exports
- The exports to the European Union (EU) will be subject to a pre-shipment quality inspection as may be specified by the Government through a notification
- As per the September 2011 notification, all varieties of Non-Basmati Rice were made free for export only through Customs EDI ports out of privately held stocks. With the recent notification of February 2012, permission was granted for the export of Non-Basmati Rice through Land Custom Stations and non-EDI Land Custom Stations (subject to registration of quantity with DGFT) to the Indo-Bangladesh and Indo-Nepal border
- There has been a phenomenal increase of 71.92 per cent in the exports of APEDA products in comparison to the previous year. Floriculture exports and seeds witnessed an 18.81 per cent increase, while processed fruits and vegetables increased by 32.2 per cent



Agricultural and Processed Food Products Export Development Authority (APEDA)  
(Ministry of Commerce & Industries, Govt. of India)

Email: [agmpr@apeda.gov.in](mailto:agmpr@apeda.gov.in) Website: <http://www.apeda.gov.in>

<b>DELHI</b> 3rd Floor, NCUI Building, 3 - Siri Institutional Area, August Kranti Marg, New Delhi - 110 016. Tel: +91 11 26534186, 26514572 Fax: +91 11 26534870 E-mail: <a href="mailto:headq@apeda.gov.in">headq@apeda.gov.in</a>	<b>MUMBAI</b> 4th Floor, Banking Complex Bldg., Unit No. 3&4, Sector- 19A, Vashi, New Mumbai - 400 705 Tel: +91 22 27840949, 27845442 Fax: +91 22 27842273 E-mail: <a href="mailto:apedamum@apeda.gov.in">apedamum@apeda.gov.in</a>	<b>BENGALURU</b> 12/1/1, Palace Cross Road Bengaluru - 560 020 Tel: +91 80 23343425 Fax: +91 80 23364560 E-mail: <a href="mailto:apedabl@apeda.gov.in">apedabl@apeda.gov.in</a>	<b>KOLKATA</b> Mayukh Bhawan Bidhan Nagar, Salt Lake City Kolkata - 700 091 Tel: +91 33 23378363 Fax: +91 33 23378680 E-mail: <a href="mailto:apedakol@apeda.gov.in">apedakol@apeda.gov.in</a>	<b>HYDERABAD</b> 8th Floor, Chandra Vihar Building Mukkaramjahi Road Hyderabad - 500 001 Tel: +91 40 24745940 Fax: +91 40 24745947 E-mail: <a href="mailto:apedahyd@apeda.gov.in">apedahyd@apeda.gov.in</a>	<b>GUWAHATI</b> Jain Complex, 3rd Floor, Opp. Dispur, Old Post Office, G. S. Road, Dispur, Guwahati - 781 005 Tel: +91 361 2599010 Fax: +91 361 2340485 E-mail: <a href="mailto:apedagwh@apeda.gov.in">apedagwh@apeda.gov.in</a>
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### VIRTUAL OFFICES OF APEDA

<b>KERALA</b> Kerala State Ind. Enterprises Ltd., (A Government of Kerala Undertaking) St. Joseph's Press Buildings, Cotton Hill, Thiruvananthapuram - 605 014 Tel: +91 471 2326913/2326947 Fax: +91 471 2334590 E-mail: <a href="mailto:info@ksie.net">info@ksie.net</a>	<b>ORISSA</b> A.P.I.C.O.L., 326, Baramunda, Bhubaneswar - 751 003 Tel: +91 674 2561203, 2561874 Fax: +91 674 2563306 E-mail: <a href="mailto:apicol@dte.vsnl.net.in">apicol@dte.vsnl.net.in</a>	<b>JAMMU &amp; KASHMIR</b> Sher-I-Kashmir Bhawan, Vir Marg, Jammu - 180001 Tel: +91 194 2434402 Fax: +91 194 2430036	<b>PUNJAB</b> Punjab Agro Industries Corp. Ltd., 2-A, Sec-28-A, Madhya Marg, Chandigarh - 160 002 Tel: +91 172 2651622/6241 Fax: +91 172 2656270 E-mail: <a href="mailto:pbagro@chl.vsnl.net.in">pbagro@chl.vsnl.net.in</a>	<b>TRIPURA</b> Dept. of Industries & Commerce, Pandit Jawaharlal Nehru Complex, Agartala Tel: +91 381 2306423 Fax: +91 381 2324432 E-mail: <a href="mailto:pratapaditya_07@rediffmail.com">pratapaditya_07@rediffmail.com</a>	<b>MANIPUR</b> Directorate of Commerce & Industries, Imphal, Lamphalpat - 795 004 Tel: +91 385 2410481 Telefax: +91 385 2410550
<b>CHHATTISGARH</b> Chhattisgarh State Industrial Development Corp. Ltd., LIC Campus, Pandri, Raipur - 492004 Tel: +91 771 2583789/90 Fax: +91 771 2583794 E-mail: <a href="mailto:csidc@nic.in">csidc@nic.in</a>	<b>GUJARAT</b> Gujarat Agro Ind. Corp. Ltd. (A Government enterprise) Khet - Udyog Bhavan, Nr Old High Court, Navrangpura Ahmedabad - Gujarat - India Tel: +91 79 27544921/27544741 Fax: +91 79 27541176	<b>NAGALAND</b> Directorate of Horticulture Govt. of Nagaland Kohima - 797 001 Tel: +91 370 2221311 Fax: +91 370 2221311	<b>TAMILNADU</b> Agricultural Marketing & Agri Business, Govt. of Tamil Nadu, Commissionerate of Agricultural, Marketing and Agri Business, Cipet Road, Industrial Estate, Guindy, Chennai - 600 032 Tel: +91 44 22347484 Fax: +91 44 24464959 E-mail: <a href="mailto:agrimarkbusiness@rediffmail.com">agrimarkbusiness@rediffmail.com</a>	<b>UTTAR PRADESH</b> U. P. State Horticulture Co-op. Mktg. Federation, 18-B, Ashok Marg, Lucknow Tel: +91 522 2391235 Fax: +91 522 2391858 E-mail: <a href="mailto:apedaup@ivl.vsnl.net.in">apedaup@ivl.vsnl.net.in</a>	<b>MADHYA PRADESH</b> The Madhya Pradesh State Agro Ind. Development Corp. Ltd. 3rd Floor, "Panchanan", Malviya Nagar, Bhopal Tel: +91 755 2555074 /1967 Fax: +91 755 2557305 E-mail: <a href="mailto:mpsaidc@sancharnet.in">mpsaidc@sancharnet.in</a>

Chairman **Asit Tripathy** Director **S Dave**  
General Manager **Tarun Bajaj, R K Boyal, A S Rawat** Secretary **Sunil Kumar**  
Editor **Vinita Sudhanshu**