

Trade Promotion Council of India
New Delhi

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General Overview - Third Edition of 'IndusFood' and First Edition of 'Indusfood-Tech' & 'Indusfood-Chem' at India Expo Mart, Noida on 08-10 January 2020

In its Third Edition 'IndusFood', approved by the Empowered Committee of Market Access Initiative (MAI) of the Department of Commerce (DoC) in early 2018 to help Indian manufacturers, suppliers and exporters to enhance India's export of F&B products across globe, has established itself as the largest sourcing platform of the Indian food & beverage products. 'IndusFood' is now closing its gap with the premier global F&B shows and has emerged as one of the globally recognized F&B trade show in a very short span of three years. It facilitates Indian manufacturers, food processors and exporters to showcase their quality F&B products with an aim to expand their consumer base beyond people of Indian origin living abroad.

2. The Third Edition of 'IndusFood' was inaugurated on the morning of 8th January, 2020 by Dr. Anup Wadhawan, Commerce Secretary, Government of India. After inauguration, he took a round of the shows and interacted with Indian and foreign exhibitors. Commerce Secretary was accompanied by Joint Secretary, EP (Agri), Shri Diwakar Nath Misra. Mr. Misra said that as we have set the target of US \$60 bn for Food & Agri exports, emphasis must be on exploring new markets as well as producing in line with global demand. He hoped that IndusFood will bring more business and play a vital role in boosting India's Food & Agri exports.

3. In the evening a 'Gala Dinner' was organized by TPCI. Speaking on this occasion, former JS, EP (Agri), DoC, Shri Santosh K. Sarangi, IAS, one of the officers who witnessed growth of 'IndusFood', praised the progress made by 'IndusFood' during its last three editions.

4. Chairman TPCI, Shri Mohit Singla, in his address to the gathering, thanked the participants and elaborated his vision to craft Indian F&B industry as the global hub for F&B products through 'IndusFood' and to realise its huge potential. On this occasion, 55 prominent buyers from different countries across the world were felicitated by TPCI for their contribution in promoting Indian F&B products in and around the country they are living in. A cultural programme was also organized alongside the gala dinner.

5. A Memorandum of Understanding for cooperation with Korea Food Industry Development Association (KFIDA), an industry association under the Ministry of Food & Drug Safety of Korea was signed on the side-lines of 'IndusFood'. Their meeting with Chairperson FSSAI was also arranged wherein range of bilateral issues were discussed taking into consideration various challenges which in turn benefit business community of both countries.

6. Over 400 Indian Exhibitors displayed their products in 16 segments which included consumer food, dairy products, marine, meat & poultry and Indian ethnic food to help out 'IndusFood' to be recognized as the 'World's Supermarket'. More than 1000 global buyers from 80 countries representing reputed importers, retail-chains, wholesalers etc., interacted with exhibitors and negotiated **on-spot business worth US \$1.5 billion**. Indian packaged foods/ready-to-eat products have already made inroads in local markets in various countries. On a special request from Embassy of India in Kabul, Afghan pavilion was allowed to showcase their F&B products during 'IndusFood'.

7. For the first time, TPCI also organized two special import-based 'F&B Tech Shows' - 'Indusfood-Tech' and 'Indusfood-Chem', for leading foreign and Indian manufacturers of "Food Processing & Packaging Machinery" to showcase their innovative technology & products with an objective to inspire food processing industry to adopt and evolve technological advancement so as to reduce wastages and to add value to the products. These 'Tech-Chem Shows' were appreciated especially by food processors who were looking to upgrade quality of their products to meet global standards.

8. TPCI's efforts to bring all stakeholders dealing in F&B products, innovative food processing machinery and technology under the umbrella of 'IndusFood' yielded positive results. Over 220 Indian and foreign exhibitors showcased their products and services during 'Indusfood-Tech' for 400+ buyers from 45 countries. Pavilions of Belgium, China, Denmark, France, South Korea and Turkey were established and displayed their technological innovation in various F&B segments. Likewise, about 80 exhibitors showcased world's best food and health ingredients for 300+ buyers from 25 countries during 'Indusfood-Chem'. Total **on-spot business deals worth US 600 million and US \$300 million** generated from respective shows.

9. TPCI received extensive support from senior officials from Department of Commerce, Ministry of External Affairs, FSSAI, Export Inspection Council, APEDA, MPEDA and other export promotion agencies who were invited to attend these events. Their insights in import-export activities and interaction with stakeholders brought much needed satisfaction amongst the participants.

10. Similarly on domestic front, promotional visits of TPCI teams to various States to meet with State officials, representatives of different agencies and leaders of F&B industry resulted in overwhelming response. As a result about 700 exhibitors displayed their products, and interacted with global buyers during these Shows.

11. Indian Missions/Posts abroad extended full support by giving wide publicity to 'IndusFood' and its concurrent Shows and also to especially designed 'IndusFood - Hosted Buyers Programme', which provided attractive benefits for 'pre-approved' global buyers. Missions also provided prompt visa assistance to participants diligently. A number of TPCI teams, which visited various countries to promote IndusFood, received full support from our Missions.

12. Fifty-five Commercial Counsellors from foreign Embassies as well as foreign Trade Promotion Officers (TPOs) based in India visited 'IndusFood' to assess the quality of these shows as well as feasibility of participation of F&B companies from their country in future editions of 'IndusFood'. The main purpose of inviting them was to explore possibility of future cooperation to expand trade with India through participation in future shows and to organize B2B meetings with the visiting delegations.

13. FRESH magazine, a special edition on 'IndusFood' covering the entire event, was launched. An e-copy of which is also attached for information.

14. On the side-lines of 'IndusFood', Seven B2B Roundtables meetings were organized for participants of 'IndusFood-Tech' and Eleven Roundtables meetings were organized for participants of 'IndusFood' to informally discuss ways and means to address import-export challenges both exhibitors and buyers were facing. Issues related to quality, regulatory mechanism, packaging etc. were raised by the buyers to which Indian exporters responded and assured to work positively with the concerned authorities on these issues for realistic solution as they too found these issues as major obstacle in boosting export of F&B products. Summary of B2B meetings is attached for information. A report on Roundtable Dialogues covering issues raised by various stakeholders will be circulated to all concerned for information and record.

15. The success of these Shows is quite evident from the presence of large number of global buyers and Indian exhibitors and their positive feedback. They appreciated 'IndusFood' for providing them the exclusive platform to promote their business activities. The F&B industry, including food processing industry, has huge growth potential to cater not only domestically but also to contribute immensely globally.

16. However despite increase in demand over the years, Indian F&B products are confined amongst Indian ethnic population and are unable to reach out to mainstream population, especially in developed nations. Various constraints, such as non-printing of ingredients on the product packaging, sub-standard packaging, excessive use of chemicals etc., hinder the acceptability of Indian F&B products and need to be addressed through government policies to boost the export to other markets across globe to get the recognition Indian F&B industry deserves.

17. Apart from tariff and non-tariff barriers on export of agriculture product, food quality, safety, health-related issues etc. are some of the major issues those need to be dealt with before exporting to global market. Quality of products are the main concern that enormously degrade Indian food products. The F&B industry should focus on the predilection of global Buyers as their import is carefully selected on the basis of the choice of local population. The industry should follow the regulatory mechanisms and also adapt slight changes in recipes to go well with the taste and flavour as per the liking of mainstream population.

18. Indian F&B industry also needs to work diligently towards modernisation of food processing technology to improve the quality of their products. Ministry of Food Processing Industries, the nodal food processing Ministry, is encouraging technological innovations and investments in F&B processing industry to add value in this sector through various schemes. The constant technological innovations will help in meeting the ever increasing consumer demand. Such government schemes tend to attract foreign investments, joint ventures and foreign collaborations in processing technology. Further global investors also need to be provided with duty rebate so that they could consider investing in manufacturing and developing SEZ.

Assessment And Future Roadmap

19. One of the major hurdles in expanding the Indian F&B exports is rejection of consignments primarily because products do not meet with the local standards which impacts overall exports. In some countries the rejection rate is as high as 25% to 30% of total consignments. Chairman TPCI has favoured the 'pre-export certification' by the Lab, which would secure the credibility of Indian F&B products. The role of Food Safety and Standards Authority of India (FSSAI) and Export Inspection Council to regulate Indian exports is vital in ensuring food safety and quality norms. It is imperative that various government agencies work in coordination and develop a mechanism with a view to achieve the target of US \$60 billion F&B exports by 2022. TPCI will continue to work in tandem with DoC, MEA and other government agencies and play its role for the benefit of Indian exporters to achieve the target.

20. Indian F&B industry should adhere the stringent quality and hygiene norms through technological advancement which would help industry to compete with F&B products from different countries. Government Labs and other government agencies, such as FSSAI, have a very crucial role to play and a certificate from it would ensure the quality of products.

21. Through 'IndusFood' and its sub-shows, TPCI will continue to work towards fulfilling its responsibilities in order to realise the vision of doubling up farmers' income by 2022 as envisaged by Hon'ble Prime Minister. The guidance of DoC, MEA and other government agencies will help TPCI in its endeavour to get Indian F&B industry the credibility it warranted.

22. Needless to add that the follow up visits by the Indian business delegations to big markets such as USA, Gulf, EU, ASEAN etc. would be desirable to keep up the momentum generated by 'IndusFood'.

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March 2020

Summary of B2B Meetings held on the side-lines of IndusFood 2020

India-Canada Bilateral B2B Roundtable dialogue:

- Participants discussed the importance of branding, an essential tool to give impetus to exports of Indian F&B products, and marketing to increase their share in Canadian market. Quality of Indian F&B products was also one of the major issue that could help improving the credibility of Indian products.
- The demand for high moisture rice, having processed by changing the texture suitable for cold countries like Canada, which mainly depends on processing to **moisturize** it and developing **taste & flavour** as per the liking of mainstream population, can be explored by exporting small consignments to test the waters.
- Canada, a very strong and developed dairy market, is not conducive to import of dairy products as there are various trade barriers on import of dairy products. Canadian Government too is very protective of its domestic dairy producers.
- Moringa products from South India such as moringa pickle, moringa powder, moringa mix and moringa juice along with organic spices are in great demand in Canada. Indian exporters are encouraged to explore trade opportunities in organic & natural foods and spices.
- Out of total F&B imports (US \$37.50 billion) in 2018 India's share was just 1.4%. Major items of India's exports to Canada were Shrimps & frozen prawns-marine products, rice, soya beans, mucilage & thickeners-sap and bread, pastry, cakes and RTE. In addition to these, the other products which have huge potential for exports are coffee, food preparations, fresh fruits such as grapes, pastry & cakes-RTC.

India-CIS countries Multilateral B2B Roundtable dialogue:

- Retails markets in CIS countries, especially Russian market, offer huge opportunity for Indian F&B products that Indian exporters must look into. Key F&B products are frozen vegetables (such as frozen sweet corn, green peas & freeze-dried, parsley, chives, oregano, celery, carrots,); fruits (bananas, mangoes, pineapples, sapotas) beet powder, cereals, tea, sugar confectionaries, baked food products, spices and purees, food supplements and smoothies.
- Indian exporters enquired about possibilities of frozen & freeze-dried vegetables, fruits, herbs & Indian ready to eat products and market scenario of these products in Russian and CIS countries' markets. Russian delegates pointed out that F&B products, especially fruits and vegetables, are **overpriced** when they import from India. Indian exporters must work on a method to fix moderate price of their products for long term trade relations.
- Opportunities for exporting Basmati rice was discussed, to which Russian delegates mentioned that quality of products should be as per local food standards law and free from chemical. Russian delegates also raised customs and tariff barriers faced by Russian stakeholders. It has felt that Indian Business Association in Moscow could play a vital role in facilitating the SPS and TBT procedures which will ameliorate the problems of delaying the consignments.
- Indian exporters have immense opportunity to grab with germane approach. India and CIS countries need to work together to iron out export related issues and also quality of F&B products.

India-East Africa Multilateral B2B Roundtable dialogue:

- *Buyers showed interest in importing sugar, confectionaries, chocolates, processed ready-to-eat food, organic foods, Idli, dosa powder mix, moringa and Indian desserts. Food processors from Kenya desired to know more about export of food grains from India to cater the demand of local market. Many Buyers were enthusiastic to scale up their inventory of Indian F&B products, especially Indian spices.*
- *Indian suppliers were looking for opportunities to spread out their presence in markets like Uganda, Nigeria, Kenya and other countries. Indians suppliers raised issues of low shelf life due to longer transit time to countries in the region and huge transport cost that impact price competitiveness. They were ready to comprehend the quality and variety of products as per the demand of buyers/local markets.*
- *Economies of East African countries are embracing the RTA route for their trade promotion; thus offer 'yet to be explored' huge export opportunities for Indian F&B products. Out of total F&B imports of Kenya from the world in 2018 (\$2.47 bn), import from India was only 3.44%; Rwanda imported only 0.02% from India out of its \$0.59 bn imports; out of Tanzania's import from world in 2018 was \$0.61 Bn, out of which India's share was only 4.07% and Uganda imported 3.06% out of its total import of \$ 0.80 bn during 2018.*
- *Facilitating India-Africa Business Partnerships is part of ITC's wider work to scale up South-South trade and investment aimed at creating inclusive employment and ensuring income growth. Demand in Africa, the second largest continent, is constantly high as the middle-class population has tripled over the last 30 years hitting 313 million. Most of the African economy relies on imports and exports of different products to cater their large population. To enhance South-South cooperation, India needs to look at the diversity in consumer profiles in East African nations, as they are price conscious, tend to opt for cheaper alternatives and favour private labels.*
- *Projects like Supporting Indian Trade and Investment for Africa (SITA) have benefited various exporters in the F&B sector which includes, spices, pulses and edible oil sectors. Value of goods imported in Africa from India almost doubled in the past five years and the quality of F&B products and their competitive price can still boost export of Indian F&B products. Main countries that can potentially be targeted for F&B export include South Africa, Kenya, Tanzania and Nigeria.*

India-Europe Multilateral B2B Roundtable dialogue:

- *Market dynamics, which are heavily influenced by consumers' perception and reaction to innovative competitive options, such as taste, quality and packaging etc. available for them, constantly change. Indian exporters should focus on quality of products as it has not been uniform in matching local standards and simultaneously look for innovative ways to have an edge over its competitors.*
- *EU markets are not conducive to the import of dairy product due to imposition of 'non-tariff barriers'. As such the best alternative, as prevalent in EU, is of setting up dairy processing plant in EU itself in order to cater to EU markets.*
- *Indian exporters should focus on supplying organic food especially rice, turmeric and indigenous ready-to-eat products, which are in great demand in Europe.*
- *Despite presence of strong Indian diaspora of 17.5 mn in EU, India's share of total EU import in 2018 was mere 0.7%. Coffee, food preparations - pastry & cakes-RTC, animal feed etc. have potential for export to EU apart from Shrimps & frozen prawns-marine products, rice and oilseeds-castor, sesame, linseed sap.*

India-East Asia Multilateral B2B Roundtable dialogue:

- *Indonesia, Malaysia, Singapore are the ideal markets for Indian F&B products in view of the presence of considerable population from Indian subcontinent. There is huge potential for increasing our exports provided the changing taste palette of East Asian population is understood, in East Asian countries.*
- *Potential for high quality dairy products is substantial in these markets, if Indian suppliers follow the local food standards and export only quality products.*
- *Buyers strongly urged Indian exporters to focus on Chinese market as there exist huge demand for indigenous products by focussing on specific products as per the demand and taste preference especially in ready-to-eat sub sector.*
- *East and South East Asia offer enormous for Indian F&B industry though India's share to these countries are minimal. In 2018, India's share to total imports of F&B products in Singapore was just 2.1%; in Malaysia was 5.8%; in Thailand was 4.5% and in Indonesia was just 0.84%. Major items of India's exports to East Asian countries were Shrimps & frozen prawns, marine products, fresh fruit & vegetables, tea, spices, castor oil, rice and meat products. Indian exporters should concentrate on exporting soya bean, animal feed, fresh fruits such as grapes, food preparations-RTC and RTE to East and South East Asian markets.*

India-Oceania Multilateral B2B Roundtable dialogue:

- *93% of USD 80 billion Australian grocery retail industry is controlled by two giants 'Coles' and 'Woolworth'. Food standards in Oceania countries are very high and Food Labelling Law makes it more rigid. Documentation issue is also one of the biggest impediment for the Indian F&B products to enter into these markets.*
- *Buyers conveyed their discontent on the inconsistent quality of the products they procure from Indian manufacturers. Adding further to it, they advised Indian suppliers to refrain from undercutting since short term cheap profit has a lasting impact on the existing players of grocery retail industry.*
- *The significant issue of recognition of Indian F&B products beyond Indian and Asian diaspora was underscored by prominent buyers from Australia and New Zealand. They emphasised that in spite of availability in local markets, Indian F&B products have not yet been ubiquitous among mainstream population and limited to ethnic population. Hiding ingredients and substandard packaging impact market access for Indian products too.*
- *On a query on the market demand for peanut butter, paneer, bhujiya, Indian packed namkeens and sweets, Buyers explained that Indian F&B products are quite familiar and recognizable among Australian mainstream consumers, but they are not widely consumed. There is demand for Indian ethnic food and grocery products but owing to inconsistent quality and lack of long-term marketing plans, Indian exporters are losing out.*
- *Australian delegates clearly mentioned that there is a surging demand for ice creams, organic spices, peanut butter and processed dairy products which Indian exporters may utilise to escalate market share. The condition to grab this opportunity, is to meet price and quality competitiveness.*

India-Middle East Multilateral B2B Roundtable dialogue:

- *Share of Basmati Rice, Non-basmati rice, Buffalo Meat, Other Fresh Fruits, Non-alcoholic Beverages, Sheep/Goat Meat and fresh vegetables in the export basket from India to Middle East is significant.*
- *India Business and Professional Council (IBPC), Qatar, which represents Gulf market, reiterated that there is immense opportunity for organic spices in the Middle East as consumers are becoming salubrious. Indian spices and its competitiveness can be vital for Indian exporters to hold large chunk of Middle East markets.*
- *The issue of outreach of Indian products to mainstream population is getting momentum amongst Indian exporters who are showing eagerness to attract mainstream population with quality products. Buyers informed that exporters should exploit the potential in Middle East market by maintaining quality and offering competitive price.*
- *Participants have shown keen interest in Organic and Natural food from South India especially Moringa and moringa based food. Roasted snacks, health food supplements (non-oil), Halal organic spices, Juice, tomato ketchup, spices, sharbat, mango pulp, Ice tea, cereals, canola oil, dairy products, ready-to-drink non-alcoholic beverages and chili sauce have great potential in Middle East markets that need to be exploited as per the taste palate of local population.*
- *Since FIFA world cup is being scheduled in 2022, this is going to provide impetus to major markets across Middle East including F&B wholesale and retail markets. The prospective scope of organic trade is going to encourage and incentivise Indian exporters to invest more in this sector.*

India-US Bilateral B2B Roundtable dialogue:

- *Major products for export to US, potentially beneficial for Indian exporters, are Indian Namkeens, frozen vegetables, organic fruits, organic spices, dairy whiteners, milk powders, organic wild honey, moringa powders and chocolates. Indian exporters should be more cautious to deal with issue of quality products.*
- *The issue of increase in the MRL values in USA was raised by Indian exporters as this has severely affected trade in view of the fact that regulation and restriction applied on items is arbitrary and unclear. MRL being the highest level of pesticide residue that is legally tolerated in or on food or feed when pesticides are applied correctly.*
- *Foreign Supplier Verification Programme (FSVP), a new food safety regulation put in place by USFDA, makes importers accountable for verifying that suppliers are producing food that meets US safety standards. Henceforth it is crucial to be transparent for establishing a long term business relations with US importers.*
- *US participants also cautioned Indian exporters that food safety standards are very high in USA and new proposed laws and procedures will make it more stringent putting more restrictions on food imports from world markets. This is the right time for Indian exporters to make it or break it their business in USA.*
- *Indian exporters must be judicious while exporting consignments to US as some of the commodities like fried and baked snacks, fresh vegetables (such as okra), fishery products (such as shrimp and prawns), instant noodles (exported by Nestle India Ltd), Basmati rice and Indian spices rejected by USFDA due to the usage of prohibited chemicals/ingredients. Another reason for the rejections in USA markets is the excessive use of chemical fertilisers and pesticides at the farm level and lack of Good Agriculture Practices (GAP).*

India-South Africa/Mauritius B2B Roundtable dialogue:

- *A country of 58 million people, South Africa enjoys relative macroeconomic stability and a largely pro-business environment. It is the most advanced, diversified, and productive economy in Africa. Rice and sea-food are the highest grossing imports of South Africa from India. However, out of total F&B imports of South Africa from the world in 2018 (\$6.45 bn), import from India was only 3.63%. Looking at the demand from South Africa for the products like rice, wheat, palm oil and many more, there is huge potential of expansion of export to South Africa/*
- *Mauritius, being a tourist destination, is a great market for Indian F&B their products. The highest grossing products from India to Mauritius are rice & meat products, though there is lot of scope for products like fruits snacks, mango, bananas, energy bar, cakes, biscuits, eggless cake mix and other gluten-free products. Mauritius imported only 8.43% from India out of its \$1.07 bn imports in F&B sector.*
- *Buyers from South Africa have been sourcing F&B products from around the world and have shown interest in sourcing F&B products from India provided the quality of products meet local requirement. Participants from both sides understood the importance of branding, an essential tool to give impetus to Indian F&B products to increase their share in global market, and very keenly discussed how they would boost their business through branding.*
- *India could further expand its exports of Gluten-free products, seafood, meat products, chocolate and syrups, fruits & Indian snacks, ready-to-eat preparations, rice and fish products to both these countries.*

India-Japan/South Korea B2B Roundtable dialogue:

- *Japanese participants had conveyed their concern about Indian market which is indifferent in terms of product quality and lack of transparency in their dealings. They suggested to develop definite marketing strategy for specific products as per the tastes and culture of the Japanese and Korean population.*
- *A strong delegation from Korea Food Industry Development Association (KFIDA) participated in the B2B and candidly put forward their suggestions, especially on the quality of Indian F&B products, acceptability of Indian products in local market etc. A Memorandum of Understanding was also signed for strengthening business relations between India and South Korea.*
- *Indian suppliers introduced their products such as spices, turmeric, coriander, tomato ketchup, ready-to-eat products, indigenous cow ghee made by Vedic procedure which has medical utility for heart & bones. Both sides were in agreement on the importance of 'Branding' of products as per specific market and its demand. During B2B major products like sugar, confectionaries, chocolates, processed ready-to-eat food, organic foods, sea food, meat products, cashew nuts etc. were discussed.*
- *Trade with Japan and South Korea has become increasingly important for India because of its 'Look East' policy. India has huge potential of expanding its trade with both these countries. Out of Japan's \$ 72.11 bn F&B imports from the world, only 1.11% is from India; whereas out of its \$ 31.70 bn imports by South Korea India's export was only 1.34%. Meat and sea food export can be further expanded to Japan, whereas meat & ready to eat preparations are the potential products where India can expand its trade to South Korea.*

India-West Africa B2B Roundtable dialogue:

- *In view of consultative model of cooperation responsive to the needs of the African countries, India's bilateral trade with Africa has increased nearly 22% from the last year. Out of \$ 9.92 bn import of West Africa of F&B products, India exports is still only 5.26% that opens possibilities of immense potential to boost trade. Potential products are sugar, fish products, dairy and ready to eat food preparation. India exported F&B products to the tune of \$521.90 million to West Africa out of which rice, ethyl alcohol, tobacco, sugar confectionary (without cocoa) and sweet biscuits are top five products in gross value exported to West Africa.*
- *Indian suppliers assured West African buyers to export F&B quality products at competitive prices to West African markets. Some of them have already been exporting F&B products, yet looking for opportunity to expand their market based in other West African countries.*
- *Participants from West Africa suggested that India should focus on expanding its preferred areas of export beyond the few countries on which Indian exporters are currently focusing. In the process suitability of the products in quality and taste must be looked at as per the demands of African population and its culture.*
- *Rice has become part of the staple food in African culture, and its demand in both rural and urban areas are on the rise. Local production of rice is very low due to lack of investments as well as the quality of rice is not the same as imported rice. Countries like Nigeria are big consumers of rice which they import to cater local population from other countries including India. The high demand of rice in local markets in the region provides great opportunity to Indian exporters.*
- *West African region accounts for 25% of total GDP of Africa. It has emerged as an important partner for India, both as export market and as import source. This is reflected in the synergy in bilateral trade relations wherein India's total trade with West African countries US\$ 13.5 billion to US\$ 21.6 billion during the decade 2008-09 to 2017-18.*

B2B Roundtable on Packaging Technology and Consumables for F&B Industry:

- *Need for technology innovation in packaging for F&B Industry to produce quality products, utilisation of residue and importance of technologically advanced machinery for processing industry was highlighted.*
- *Indian suppliers of Packaging Material and Machinery while sharing the range of packaging materials and unique features of their products reiterated the need of quality packaging material as product packaging reflects quality and highlights product's value, legitimacy and brand image. Low quality packaging material have negative impact on the industry whereas good packaging influence consumers' approach and increase the sale of the product.*
- *Buyers from Tanzania, China, Ghana shared their requirements and requested for customisation of small sized F&B packaging machinery, to which Indian and global suppliers agreed to make slight changes as per the requirement. They requested buyers to visit their booths to take a closer look at machines at display and also its operation.*
- *Even though Tech companies from Packaging Technology and Consumables for F&B displayed their products, yet we need to build a conducive environment so that prominent companies may scale up and exhibit their latest machinery/technology. Greater access to market and information on changing trend may be termed as the biggest enablers to ensure credibility and prospective business.*

B2B Roundtable on Processing & Packaging Technology for Fruit and Vegetable:

- *Participants initiated discussion by expressing their concern about the challenges processing industry faces due to lack of technological advancement which results in food wastage during processing process.*
- *Buyer from Bangladesh shared his concern on long delay in testing of food products at ports, which negatively impacts low shelf life food products causes huge losses. Signing of an agreement between India and Bangladesh on 'regulatory standards of testing' of food products synchronized with respective countries' local standards must be considered so that food products tested in one country can be allowed to sell in another country.*
- *Representative of Chuniding Food from Bhutan, who was looking for vendors, expressed 'service concerns' of small enterprises in agri processing technology and consumables sector. Suppliers generally focus on big companies and ignore small enterprises. HRS Systems, Pune and Winpack, China showed willingness to address their need with best offers on technology/machinery.*

B2B Roundtable on Processing & Packaging Technology for Dairy Industry:

- *Unorganized domestic dairy industry, one of the most important industries in Sri Lanka, is unable to meet the increasing demand due to the lack of knowledge amongst dairy farmers in Sri Lanka. The imported low-priced and better quality dairy products dented the domestic dairy industry significantly.*
- *Government Policy towards dairy farmers need to be reviewed and involvement of middlemen should completely be removed.*
- *Latest technology/machinery with elemental knowledge in dairy sector is important to set up new processing plants, especially in chilled milk, yogurts and other milk products.*
- *For Indian dairy industry, there is vast opportunity for setting up new dairy and milk processing plants in South East Countries.*

B2B Roundtable on Processing Technology for Tea, Coffee and Beverage Industry:

- *The discussion was mainly focussed on the importance of latest technology and advanced machinery in the Tea, Coffee & Beverages industry to produce quality products to meet food standards across the globe. Participants agreed that Tea & Coffee industry is one of the most important industries, though unorganized, face lots of hurdles in technological advancement as well as in trade.*
- *After introduction, Suppliers of Processing Machinery delineated the unique features of their products and Participants were agreed that Tea & Coffee industry is one of the most important industries.*
- *Buyers suggested that there is need for advancement in technology as the preference of consumers is changing towards more blended products with various flavours. CTC is no longer the most demanded product. They further mentioned that there is need to bring revolution in residue management technology to reduce wastage to help the industry.*
- *Suppliers shared information about the unique aroma retention technology, Coffee creamer plant, Instant tea/coffee plant and Chicory powder plant technology and invited buyers to visit their booth to take a closer look at the machines, their operations and features for upgrading the quality of products.*

B2B Roundtable on Processing Technology for Bakery, Snacks, Sweets & Confectionary:

- *Today's consumers are very health conscious and more aware towards their eating habits, due to which the demand for fortified items such as fibre, antioxidants, omega-3 oils and mineral fortifications created new challenges for the industry. Innovating new products is another big challenge for industry in view of increasing competition in the market.*
- *Suppliers of Processing Machinery shared details of their products on display primarily Chips Processing Plant and Industrial Ovens. They mentioned that Chips Processing Industry is undergoing through a phase of technological evolution hence the industry need to be abreast with the changes. They requested buyers to visit their booth to take a closer look at machines, their operations and features.*
- *Buyers highlighted lack of customization in range of processing machinery in Bakery, Snacks, Sweets & Confectionary industry resulting in wastage of electricity and increase in cost. Suppliers were ready to offer customized processing machinery, keeping the local demand in mind, as per the requirement of manufacturers to enable them to upgrade the quality of their products. They also encouraged to have one-to-one product specific match making meetings to provide solutions to buyers as per demand.*
