

Special issue

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Hyderabad, India

# Food Hospitality

## AGRI BUSINESS

Special issue

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### Overview of Indian Processed Food Sector



By incorporating cutting-edge food processing technologies and establishing globally recognised quality standards India can push its agri-exports substantially

In a bid to give impetus to strengthen the supply chain from farm to fork, foster collaboration among global and Indian food sector stakeholders, and support food processing units near farm gates to ensure better profits for farmers and reduce post-harvest losses. The Union Budget for 2024-25 has allocated Rs 1.52 lakh crore to prioritise agricultural sector development. This funding will focus on climate resilience, productivity, innovation, and processed food exports.

This is crucial as agricultural product exports saw an 8% decline to \$48.9 billion in 2023-24 from \$53.2 billion in 2022-23. The average annual growth rate of agri-exports was just 2% during 2014-23. Notably, five products—rice, wheat, meat, spices, sugar and tea/coffee—account for over 50 per cent of total agricultural exports and sometimes face restrictions to match the domestic demands and supplies to control inflation. Only 25 per cent of the agro-exports are processed or value-added, a figure that has remained virtually unchanged over the last decade.

This is significant due to a need for more tech-based operational size and production capacity and for meeting international standards to tap the global market. The global exports of processed agricultural products are nearing \$1 trillion, with Germany (\$63 billion) at the top, the US (\$58 billion), the Netherlands (\$57 billion), China (\$53 billion), and France (\$50 billion). Southeast Asian nations like Indonesia, Malaysia, and Thailand are also major exporters of processed agricultural products. While, India's value-added exports increased by \$6.5 billion over the last five years since the agro-export policy was introduced to boost value-added agriculture exports, taking the total to \$15 billion, it only marginally improved our global rank from 21 to 17.

The Economic Survey 2023-24, reveals that the annual output of fruits and vegetables in India is the world's second-largest at a substantial 300 million tonnes after China, yet the processing levels at 4.5 per cent for fruits, 2.7 per cent for vegetables, 21.1 per cent for milk, 34.2 per cent for meat, and 15.4 per cent for fisheries, compared to 25-30 per cent in China and 60-80 per cent in Western countries.

This deficiency in processing capacity leads to a substantial amount of produce going to waste in India.

Estimates of post-harvest losses in the country vary from 18% to 25% across the entire supply chain, though they are thought to be much higher, at up to 45%, for fruit and vegetables. NITI Aayog estimated annual post-harvest losses of close to Rs 90,000 crore. To improve this situation, it is suggested to focus on proper sorting and grading near the farm gate and enhance processing capacity. Incentivizing Farmers: It's crucial to repurpose agricultural incentives to motivate farmers to reduce losses and waste on and near farms.

In 2020, the central government announced an agriculture infrastructure fund of INR 1 trillion to provide medium-to-long-term debt financing for establishing cold chains and post-harvest management infrastructure at farm gates and aggregation points. Tamil Nadu's recent unveiling of its food processing policy is a promising step toward reducing wastage and increasing the value of farm produce. The policy encourages Farmer's Producers Organisations (FPOs) and the food processing industry to access financial support from central schemes. However, it's important to note that Punjab has yet to make a similar move, despite the success of neighbouring states like Haryana with their dedicated Agribusiness and Food Processing Policy. Revisit the PLI Scheme:

The Production Linked Incentive Scheme for the Food Processing Industry (PLISFPI) will be Rs 10,900 crore (\$1.25 billion) from 2021-22 to 2026-27, precisely to attract large globally competitive firms to produce in and export from India. This scheme aims to expand processing capacity, grow strong Indian brands, increase global market presence, create jobs, and boost farmer incomes.

As of May 2024, 90% of the PLISFPI funds still need to be utilised. The government has disbursed only Rs 1,073 crore among 158 SME beneficia-

ries, using only 10% of the funds over half of the timeline expired.

This underutilisation highlights the need for more focused policy intervention. To achieve the twin objectives of the PLI scheme—global competitiveness and increased exports—these SMEs must form joint ventures with globally established 'anchor' firms. Over the past decade, India has attracted Foreign Direct Investment (FDI) worth Rs 500 billion, with 100% FDI being permissible.

### The Way Forward

Food processing is considered India's sunrise industry and plays a crucial role in the transformation to benefit farmers effectively, a multi-pronged approach combining MSP, value addition and industry integration is essential for agricultural development due to its strategic importance in providing food security.

As the world's most populous country, we exert significant environmental pressure on Earth, resulting in ecological issues such as soil degradation, loss of biodiversity, and water depletion. Within the broader food systems, waste reduction stands out as one of the leading climate change mitigation solutions, contributing to reduced emissions throughout the food supply chain from farm to fork. By incorporating cutting-edge food processing technologies, establishing globally recognized quality standards, and opening up access to international markets, this focused strategy to attract anchor global firms will help achieve our goals. The Ministry of Food Processing Industries should roll out a time-bound outreach program to attract anchor global firms and facilitate their partnerships with Farmer's Producers Organisations (FPOs) and SMEs.



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Cochin International Airport Ltd(CIAL) has launched a world-class airport experience at budget rates for its passengers. The new venture; 0484 AERO LOUNGE was inaugurated recently and built on the revolutionary concept of affordable luxury.

The 0484 Aero Lounge emphasizes an exceptional and premium airport lounge experience at hourly rates for travelers. Located outside the Security Hold Areas, right next to the business jet terminal T2, and adjacent to both domestic and international terminals, the lounge is accessible to both passengers and visitors alike. Christened after Ernakulum's STD code, 0484 AERO LOUNGE combines the tradition, art, backwaters, landscape and flora that evoke the unique beauty of Kerala with special representation of the local culture in contemporary aesthetics, budget-friendly accommodations and more. Spanning 50,000 square feet, it includes 37 rooms, 4 suites, 3 boardrooms, 2 conference halls, a Co-working space, gym, spa, library, an exclusive café lounge and a restaurant, offering an innovative experience of aesthetic, self-contained luxury.

"With ongoing enhancements like expanding the international terminal, creating additional lounges, developing a vibrant food court, and upgrading restrooms to the highest standards, CIAL sets new benchmarks in airport luxury, convenience, safety and hygiene.

The 0484 AERO LOUNGE is a significant milestone in our commitment to elevating passenger services", remarked, S. Suhas IAS, Managing Director, CIAL.

[www.foodhospitalityasia.com](http://www.foodhospitalityasia.com)

The 0484 Aero Lounge, located at Terminal 2 of Cochin International Airport, is now open for bookings. Guests can book rooms in flexible packages of 6, 12 and 24 hours at flexi and affordable rates. In addition to guest rooms, bookings are also open for a range of amenities including co-working spaces, board rooms, conference halls, gym, and spa.

visit : [www.0484aerolounge.com](http://www.0484aerolounge.com).

**Curbs on Non-Basmati Rice Exports Scrapped**

Almost a month after India withdrew a blanket ban on overseas shipments of non-basmati white rice and imposed floor price, the Indian Government has recently removed the floor price. The Government has removed the minimum export price (MEP) of \$490 per tonne on overseas shipments of non-basmati white rice and has exempted parboiled rice and husked (brown) rice from export duty, the Directorate General of Foreign Trade (DGFT) said in a notification.

The requirement of MEP for the export of non-basmati white rice has been lifted with immediate effect, and Government of India had imposed a ban on exports of non-basmati rice exports on July last year. In April-August FY24, India exported non-basmati white rice worth \$201 million and \$852.52 million in full 2023-24. Though there was a ban on the exports, the government allowed the shipments to Maldives, Mauritius, the UAE and African countries.





# Khajurico

It started from making breads and now a well-known brand in Nepal-Khajurico. Established as a traditional bakery and later made to Khajurico Pvt. Ltd. in 2004. Mr. Om Nath Maharjan and the Chairperson accompanied by his four younger brothers as the directors. The company only produced bread initially, but since 2009, they started manufacturing the most famous Khajurico puffs, cookies and a variety of biscuits that is available throughout Nepal. Their puffs are amongst the common breakfast item that is available in every Nepalese household.

The beginning phase for the company was not easy as they suffered for funds to get their business going. They get rejected by commercial banks because they would only fund the businesses located at cities, whereas Khajurico started from rural village area, receiving funds were a problem. They almost gave up until Indo Swiss Bank approved their proposal and provided them with the funds. Being away from city also had other problems like poor infrastructures, technology, communication services, skilled man power and lack of quality raw materials. Despite of all, Khajurico survived to fullest and achieved a stable growth throughout the years.

The main factor that helped them sustain the business was the constant support they got from their family. According to him, for a manufacturing company to survive and grow it takes proper fund allocation and management, cost controls and quality maintenance. Continuous innovation in product is equally important to respond to the changing market demands. With all these factors considered, the other

qualities needed to have are hard work, persistence, cooperation and lots of dedication in work, remarked Jagannath Maharjan, Managing Director. Khajurico also has been able to present itself in foreign markets like South Asia and Australia since few years and the demand for its product is growing all over the countries. They however, lag in some areas and are trying to be strong domestically before



operating overseas effectively in near future. The company tops on its unique taste and the quality they have maintained at reasonable price.

But improving the challenging areas such as innovation and resource management is what Khajurico is focusing on every day. The condition of minimum wages for labors is improvising but there are no clauses stating that employees need to improve on their performances as well. However, the unions engage in politics rather than employee welfare and causing disruption in the manufacturing processes. The problem has definitely been reduced, but not yet eradicated. Despite all these challenges, they have managed to survive, have gone from manual to fully automated operations and have also grown in size and outreach. "It is definitely matter of pride for us to be one of the leading foods industries in Nepal", says Mr. Maharjan.

The Company's long-term vision is to continue expanding their product offerings and reach, both within Nepal and internationally. Khajurico Pasa is offering the opportunity to become a franchise partner in its grocery store chain, aiming to build the best supermarket chain in Nepal together. The firm connect a diverse community of Nepal buyers, sellers and businesses and have a solid plan for expansion to become the largest grocery giant in the country.



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**Gulfood Manufacturing celebrates 10th anniversary with landmark, largest-ever edition**



Gulfood Manufacturing 2024 celebrates a decade of powering progress and excellence, this year's edition emerges as a pivotal catalyst for industry transformation.

It is the world's only annual event covering the entire food manufacturing ecosystem, marks its milestone 10th edition with its largest and most impactful edition to date. Taking place at Dubai World Trade Centre from 5-7 November 2024, this landmark edition promises to be a game-changer for the industry, bringing together over 2,500 exhibitors from 70 countries, spanning 19 halls and a space of 1 million square feet— an overall growth of 30% compared to previous editions.

The show continues to garner interest from board, C-level and executives across all sectors of food manufacturing, from processing, packaging, and ingredients to supply chain solutions and control & automation, by showcasing the latest innovations and advances enhancing efficiency, sustainability and profitability- this year including food bio-fortification, AI-driven ingredients, nanotechnology in packaging, precision fermentation, and smart supply chains- and helping brands to achieve competitive advantage and drive the growth of the industry.

Trixie LohMirmand, Executive Vice President of Dubai World Trade Centre, commented: "As we celebrate this milestone tenth edition of Gulfood Manufacturing, we reflect not only on the remarkable growth and innovation within the food manufacturing sector over that time, but also the forces such as Industry 5.0 that are shaping the future of food production and process-

ing. The scale of this year's show reflects the industry's ever-growing demand for cutting-edge solutions that address sustainability, innovation, and efficiency challenges. We are committed to fostering these conversations, bringing industry leaders together, and driving the transformation of the global food manufacturing landscape."

A global platform for food tech innova-

twins to optimise production.

Among the other industry leaders due to speak at the Summit, over half are speaking in the UAE for the very first time and include: founder and CEO of Creative 3D Technologies, UN Voice for Sustainable Manufacturing, and award-winning machinery designer-Ethan Baehrend; CEO of Believer Meats-Gustavo Burger; serial entrepre-

Tolaram (Egypt), Kraft Heinz Company (The Netherlands), McCain Foods (Canada, USA), McDonald's (India), Nestle (Cote d'Ivoire), Peroni (Italy), PepsiCo (Pakistan), Procter & Gamble, Reckitt, Unilever, and Ferrero Lux, along with local and regional giants like Agthia Group, Almarai Co, Al Ain Farms, and Oman Flour Mills.

GulfHost: will be co-located this year



tion: At the highly anticipated FoodTech Summit, over 100 visionary thought leaders and engaging industry experts from around the globe will speak on the very latest trends, innovations and challenges in the F&B industry.

The renowned strategic futurist Dr. Mark van Rijmenam, an international thought leader on digital transformation and cutting-edge technologies, will give a keynote speech on the first day exploring how AI is revolutionising food processing, enhancing automation and enabling the use of digital

neur and Co-Founder of online B2B platform Kaso-Manar Alkassar; Jihyun Junga-CEO of Mush&, a trailblazing company that creates sustainable, fungi-based food materials, and many more.

Reinforcing Gulfood Manufacturing's position as the must-attend event for the global food industry, 90% of the world's leading F&B manufacturing brands will be represented at this year's show, among them top international FMCG brands and manufacturers such as Danone (France), Foster Clark (Malta), Kerr (France), Kellogg

and is the ultimate platform for the hospitality industry. This strategic collaboration allows attendees to explore both food manufacturing and hospitality solutions in one venue, offering a comprehensive perspective of the food industry value chain and providing an unparalleled opportunity to explore the synergies between food manufacturing and hospitality sectors. [www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.com) and [www.gulfhost.ae](http://www.gulfhost.ae).

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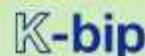
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## KTM 2024 Celebrates Record-Breaking Participation, Sustainability, and Innovation in Tourism

Kerala Travel Mart (KTM) 2024, was held from September 26 to 29 in Kochi, India and marked its 12th edition with historic achievements, further establishing Kerala as a leader in tourism. The Chief Minister of Kerala, Shri Pinarayi Vijayan inaugurated the four-day event, emphasizing Kerala's strategic push to become a global wellness tourism hub. The state's unique climate, world-class healthcare and peaceful secular culture provide a perfect foundation for this vision, aligning it with global trends in wellness tourism.

The event also saw the announcement of an Incubation and Innovation Centre to support budding tourism entrepreneurs. This initiative aims to foster creativity and resilience in the sector, which has already seen a robust recovery, post-pandemic. In 2023, Kerala saw a 15.92% increase in domestic tourist arrivals, reaching 2.18 crores, along with a surge in foreign tourists. The state's infrastructure, including four international airports and improved connectivity through national highways, is set to further boost its tourism potential.

KTM 2024 saw a record 2,839 buyers from 76 countries, including 808 foreign delegates, with the largest contingents from the UK, the Gulf countries and the US. This edition featured over 75,000 B2B meetings,



surpassing the previous record of 55,000 in 2022. The event's green protocols, including a paperless app for scheduling meetings, underscored Kerala's commitment to sustainable tourism. Buyers and sellers used a

user-friendly mobile app with QR code scanning, to conduct meetings, and this facility contributed to streamlining the entire process.

The key focus areas for KTM 2024 included promoting Kerala as a

premier destination for MICE (Meetings, Incentives, Conferences and Exhibitions) tourism, wedding tourism and honeymoon packages. Tourism experts at the event highlighted Kerala's potential as a top wedding

destination, thanks to its scenic landscapes and world-class facilities. Additionally, the event celebrated Kerala's success in Responsible Tourism, with the state winning national awards for the Best RT Village (Kadalundi) and the Best Agri-tourism Village (Kumarakom).

The KTM expo at Kochi showcased Kerala's rich cultural heritage, including a pavilion dedicated to Kerala Festival Destination, which featured replicas of traditional festival elements like the Thrissur Poomam elephant procession. The pavilion invited tourists to experience Kerala's age-old festivals and celebrations, further promoting the state's cultural tourism. KTM 2024 concluded with a renewed sense of resilience and innovation, as the state continues to emerge as a top global tourism destination, blending sustainability, culture and cutting-edge technology to enhance visitor experiences.

[www.keralatravelmart.org](http://www.keralatravelmart.org)



## Delivering Bespoke & Innovative Hi-Tech Refrigeration Solutions for Industries, commercial and consumer

Chilton Refrigeration is a premier industrial chiller and HVAC manufacturer and supplier offering a diverse range of innovative cooling solutions and R&D. The Industrial Chiller market is projected to reach a valuation of USD 10,459.3 million by 2033 from USD 4,500 million in 2023, growing at a CAGR of 8.8 per cent. The expansion of the healthcare and food sectors is anticipated to significantly boost the industrial chiller market over the next decade. Moreover, the rising demand for frozen foods, a consequence of increasingly busy lifestyles, is likely to further propel market growth. Despite the growing demand for customized and energy-efficient chillers tailored to specific industry needs, the majority of manufacturers in this sector still produce conventional chillers. Chilton Refrigeration distinguishes itself among its peers through its extraordinary capability to transform clients' visions into reality and delivers highly personalized solutions that perfectly cater to their distinct needs.

The firm stands at the forefront of refrigeration technology, driven by a commitment to research and development. The company boasts six patented innovations and is recognized as a frontrunner in India's refrigeration industry. As a trusted advisor, the firm provides expert consulting services to businesses and institutions, specializing in the design and development of advanced refrigeration solutions. "Our vision is to lead globally in the development of cutting-edge, sustainable and meticulously engineered solutions for process cooling and temperature control technologies".

said Chil Prakash, Founder & Managing Director.

### Innovation at the Forefront:

Besides offering R&D and consultancy services, the company specializes in the manufacturing of a comprehensive range of industrial process chillers, heat pump chillers, air conditioning systems-split ac and dual purpose ac, freezers, blood bag refrigerators, chillverters and vegcool units. Each product is meticulously engineered with a commitment to achieving core objectives of superior energy efficiency, minimal maintenance costs and long-term durability. This thoughtful design approach ensures that customers receive exceptional value, benefiting from products that are both cost-effective and reliable over extended periods of use.



Over the past four decades, Chilton Refrigeration has evolved into a trailblazer in industrial process chillers and R&D across India and abroad. In addition, they have a spare parts distribution across South India, which established their popularity and visionary authority. The enterprise is renowned for the exceptional durability and superior quality of its products, which consistently impress customers. These products are designed to provide reliable, long-term service, reducing the need for frequent replacements. It has recently unveiled the DPAC (Dual-Purpose Air Conditioner), a groundbreaking product designed to reduce power consumption by 33% on cooling and provides free hot water with a total power saving of 61%. This innovative solution is projected to offer substantial returns on investment

within its inaugural year of installation. The company's new temperature control innovation - the futuristic heat pump chiller, leverages advanced thermodynamics to produce chilled water and free hot water in perfect harmony, reducing energy consumption by a staggering 68%. It boasts a team of highly skilled professionals who deliver service consultations with remarkable efficiency and accuracy. This ensures a seamless partnership between experts who possess a deep understanding of both the client's business and their products. The enterprise has ingeniously crafted a suite of bespoke solutions for its clients, leveraging its world-class facilities and pioneering technology. Also, it delivers comprehensive after-sales support across the entire country.

Chilton Refrigeration has launched their most recent unit in Ahmedabad in the year 2018. This development marked a significant milestone in their growth strategy, widening its operation to other parts of India. The company will gradually explore opportunities in international markets to establish a global presence over time, focusing on innovative solutions for unsolved challenges in refrigeration space. The Company has been awarded TUV certification by the German institution for its manufacturing facility and its products are officially classified as environmentally friendly.

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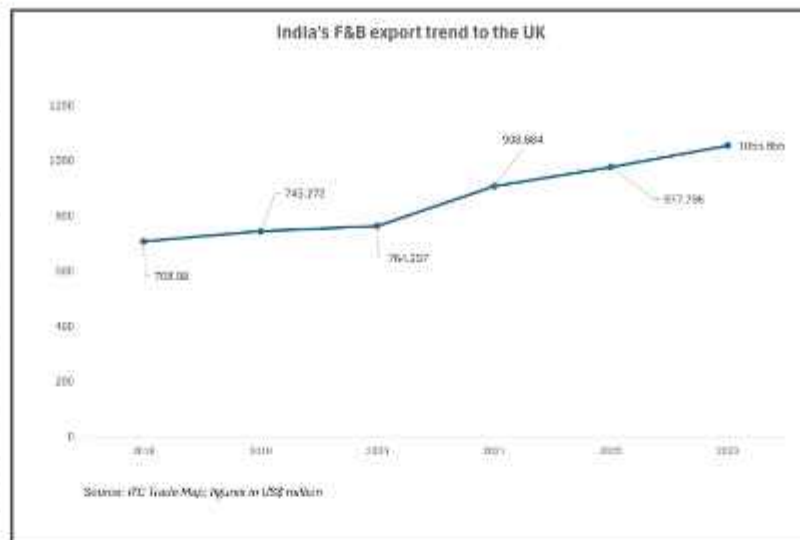
## UK Food & Beverage Market

The UK's food and beverage (F&B) market, valued at US\$ 225.1 billion in 2023, is the largest manufacturing industry in the country and a major importer of global products. As the sixth-largest importer of F&B products, with imports growing at a 5-year CAGR of 3.9%, the UK offers significant opportunities for Indian exporters.

The UK's F&B market landscape and India's current position, where Indian exports like cereals and sugars have shown strong growth, but there is still untapped potential in key segments such as beverages and processed foods. With a 5-year CAGR of 8.3%, India is the UK's 14th largest F&B supplier, but further growth is achievable.

As India and the UK move towards finalizing a free trade agreement, addressing non-tariff barriers could enhance export opportunities, making this a strategic time for Indian F&B exporters to explore and expand in the UK market. The UK's food and beverages market is the largest manufacturing industry in the country, with a turnover of US\$ 136.5 billion, surpassing the combined value of the automotive and aerospace industries. According to a report by GlobalData, the market was estimated at £ 171.9 billion (US\$ 225.1 billion) in 2023, with a projected CAGR of over 3% from 2022-27.

In terms of trade, the UK was the sixth largest importer of F&B products globally in 2023, with a total imported



value of US\$ 73.4 billion. Imports have grown at a 5-year CAGR of 3.9%. This undoubtedly makes it one of the most lucrative markets for the F&B sector.

UK's top source countries for F&B imports in 2023 were the Netherlands (US\$ 6.8 billion), France (US\$ 6.6 billion), Spain (US\$ 5.8 billion), Germany (US\$ 5.7 billion) and Italy (US\$ 5.6 billion). On the other hand, in terms of processed/prepared food products (HS 16-22), its top 5 source countries were France (US\$ 4.9 billion), Italy (US\$ 4.2 billion), Germany (US\$ 4 billion), Netherlands (US\$ 3.4 billion) and Belgium (US\$ 2.6 billion). It may be noted that the share of prepared foodstuffs (HS 16-22) in UK's F&B imports is quite high at around 53%.

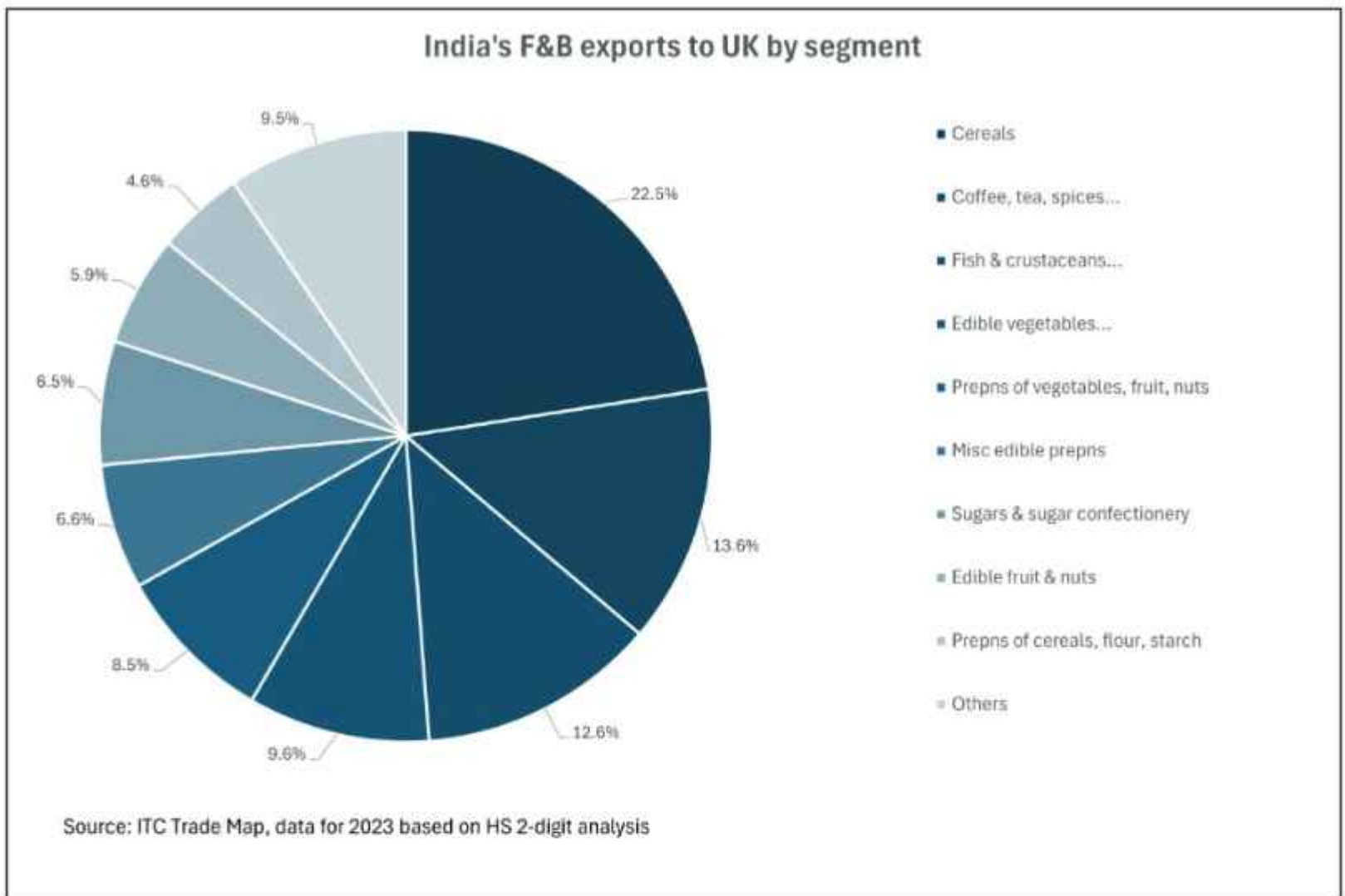
### India's F&B export to UK

India's F&B export to UK was worth US\$ 1.1 billion in 2023, showcasing a 5-year CAGR of 8.3%. With this, India was ranked as the 14th largest exporter of F&B products to the UK, with a share of 1.4%. Conversely, the UK was India's 10th largest export market in 2023, with a share of 2.1% in India's overall exports. On closely analysing UK's food & beverages imports from India, one can clearly see that there is a lot of untapped potential. The top 9 segments account for over 90% of UK's F&B imports from India. The share is highly skewed in favour of Cereals (22.5%), Coffee, tea, mate & spices (13.6%) and Fish & crustaceans (12.6%).



Product label	Exports in 2018 (US\$ mn)	Exports in 2023 (US\$ mn)	India's market share in UK's imports (%)	5-year CAGR (%)
Cereals	81.9	237.9	11.1%	23.8%
Coffee, tea, spices	139.3	144.1	7.1%	0.7%
Fish & crustaceans	123	133	4.5%	1.6%
Edible vegetables...	53.3	101.4	2.1%	13.7%
Prepns of vegetables, fruit, nuts...	72.5	89.4	1.7%	4.3%
Misc edible prepns	26.2	69.8	1.5%	21.7%
Sugars & sugar confectionery	15.9	68.9	3.0%	34.1%
Edible fruit and nuts	75.3	61.8	1.0%	-3.9%
Prepns of cereals...	18.1	49	0.7%	22.0%
Oilseeds	27	27.1	1.6%	0.1%





It must also be noted that there is a significant variation in segment-wise share when we compare India's exports to the UK's imports. For instance, beverages and spirits is the top import of the UK, whereas India's exports in this category are very low at US\$ 2. million. Now we further take a look at India's market share and growth trend in these products. India's top 10 exported F&B products to the UK

The fastest growing products based on 5-year CAGR for India are Sugars & sugar confectionery (34.1%), Cereal (23.8%) and Preparations of cereal (22%). Now further at the 6-digit level we checked out the top 10 fastest growing food & beverages export products by India to the UK (with minimum threshold of US\$ 10 million)

**The results are as follows:**

**Fastest growing F&B product exports by India to the UK**



**Future Outlook**

As the analysis indicates, Indian F&B exporters must take a proactive approach to explore the untapped potential in the UK market, particularly in the processed food segment. There are clear opportunities to expand market share in growing categories, while also diversifying the export portfolio by entering niche segments where Indian products have yet to gain traction. To capitalize on these opportunities, it is essential to conduct in-depth market research, alongside targeted engagements with key stakeholders such as importers, buyers, distributors, and retail chains to identify the optimal product-market fit.

As India and the UK approach the conclusion of their free trade agreement, the F&B industry will closely monitor the agreement's potential impact on exports. While tariff reductions may not significantly alter the current trade landscape, the agreement's handling of non-tariff barriers—such as the harmonization of food safety standards, streamlined certification processes, and more efficient customs procedures—will be crucial. Positive developments in these areas could enhance market access, reduce operational complexity, and create a more favorable export environment, making this an opportune moment for Indian F&B exporters to strategically position themselves in the UK market.





Indian based company Gautam General Trading (GGT) is aiming to build on its success in the UAE and Oman to expand in Saudi Arabia, which it believes will be a key market to drive growth and help it claim top spot among rice importers in the region.

Established in 1940, GGT entered the GCC in 2005, when it set up an office in Dubai for distribution in the UAE and surrounding markets.

Today, the firm claims to be the largest rice importer and distributor in the UAE, and second biggest in Oman. As part of its efforts to scale up in Saudi Arabia, a local office was inaugurated in January this year.

"Saudi is opening up for investors, and it is a huge market to grow in. We have opened a wholly owned company there, which would be impossible five years ago. Our objective is to become the largest importer of rice in the GCC region, and we believe that Saudi is

### Leading Rice Importer in Middle East



what would help us achieve that.

"The population in Saudi is 35m, and we expect to be the top five rice importers in this market within the next decade. In the next five years, our goal is to reach

about \$25m of revenue annually from Saudi alone," Gautam Aggarwal, Managing Director of GGT.

Additionally, Aggarwal shared that the company will be adopting the same strategies as it did for penetrating the UAE and Oman markets.

"We distribute our own brands across these markets. The warehouse and delivery trucks, even the drivers and workers, are all operated and managed by GGT.

"Every country is different, but there is some coherence between GCC markets in terms of consumer requirements and psyche, retail environments etc. So 90% of our strategies will remain the same."



### International Processed Food, Beverage, Packaging & Agricultural Exhibition

### Post Show Report

The Sri Lanka Food Processors' Association (SLFPA) together with Lanka Exhibition and Conference Services, Pvt. Ltd organized the 21st Edition Pro-Food/Pro-Pack 2024 exhibition from 23rd to 25th August 2024 at SBMEC, Colombo, Sri Lanka—The future of Food Technology.

It was supported by the Ministry of Industry & Commerce, Ministry of Agriculture, National Agribusiness Council (NAC) and the Institute of Food Science & Technology Sri Lanka.

The event was inaugurated on 23rd August by Dr. Ramesh Pathirana, Minister of Industry & Commerce, Govt of Sri Lanka in the presence of the stake holders of the Industry from public and private sector. It was great success with a total of 250 organizations (both local & foreign) exhibiting in 310 stalls during this year's exhibition with a total of 38,500 visitors and over 3,250 trade invitees who attended the exhibition.

The post event evaluation has revealed a strong positive desire by the exhibitors and the participants to be engaged in future exhibitions as well. It was also mentioned about the increase in small and medium scale enterprises and the latest innovative products they have to offer.

This year's event included successful participation from the regional SME sectors with 50 companies and 4 Universities (Food Science Dept.) participating under the banner of the University Pavilion & the Ministry of Industry & Commerce. The event showcased the latest technology developments in all sectors. It also brought together technology and suppliers, entrepreneurs and support services on a single platform.



As the largest exhibition in Sri Lanka dedicated to food, beverages, packaging and agriculture, Pro-Food Propack and Knowledge Hub exhibition has contributed significantly to the macro-economic growth of the country. The Knowledge Hub facilitates networking with colleagues and experts, sharing knowledge, insights and best practice, learning from experience and inspiring innovation and new technologies. The Innovative Food Fiesta serves as a platform to showcase advances and innovations in the food industry, where you can showcase your products and introduce them to the target market.

The exhibition acts as a catalyst for the overall development of the food processing industry, creating diverse

business opportunities and boosting investment and exports. It covered the entire spectrum of the food industry under one roof, with a 'Farm to Fork' theme and showcased a wide range of products, services and innovations related to agriculture, processed food, beverages, packaging and knowledge sharing.

#### Statistics

**Visitor**  
**Visitor Ticket Sales** - 38,500  
**Trade Invitees (Registered)** - 3,250

Exhibitors Statistics	
Total No of Stalls - Total	310
Total participating companies	- 215
Total participating Foreign Companies	- 65
Countries	- India / Holland / Vietnam/USA/ Thailand / Malaysia / Singapore / China/ Germany

#### Visitors Turnover

Visitor Ticket Sale | Trade Invitees | Nonstandard





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INDONESIA CONVENTIONAL EXHIBITION, TANGERANG , INDONESIA.





# EVENT CALENDER 2024-25

4TH EDITION  
**DAIRY Expo**  
EXHIBITION ON DAIRY PRODUCTS, PROCESSING  
& PACKAGING MACHINERY & ALLIED INDUSTRY

December 12-14, 2024  
Hyderabad, India

**food & Beverage EXPO**

December 18-20, 2024  
Chennai, India



3<sup>rd</sup> INDONESIA INTERNATIONAL FOOD & HORECA SHOW  
April 30 - May 3, 2025  
Tangerang, Indonesia

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May 7-9, 2025  
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May 7-9, 2025  
Cochin, India

FOOD & BEVERAGE  
AND  
HOSPITALITY  
**2025**

May 23-25, 2025  
Varanasi, India

**Vietfood & Beverage** **ProPack**  
VIETNAM

August 7-9, 2025  
HCMN City, Vietnam

**Pfood**  
**ProPack**  
2025

August 23-25, 2025  
Colombo, Sri Lanka

**FNB ASEAN** **VENO ASEAN**

September 2-4, 2025  
Bangkok, Thailand

11<sup>th</sup>  
FOOD & BEVERAGE  
AND  
HOSPITALITY  
**2025**

September 12-15, 2025  
Kathmandu, Nepal

For further details of the above shows, pls visit  
[www.foodhospitalityasia.com](http://www.foodhospitalityasia.com)





# FoodTech<sup>SM</sup>

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- ▶ Nutraceuticals & Health Foods
- ▶ Food Processing Equipment
- ▶ Dairy & Milk Processing
- ▶ Post Harvest Technology
- ▶ Packaging Machinery
- ▶ Start-Ups in Food Sector
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### Product Dictionary

Use the Source Card to identify suppliers for the following products. Fill in the product codes. You will receive from us a list of sources and your enquiry will be sent to them

**Food & Beverages**

- 1000 Cashew
- 1001 Coconut Products
- 1002 Coffee
- 1003 Cooking Oils
- 1004 Curry Powder
- 1005 Herbal Food Supplements
- 1006 Preservatives (Jam, squashes)
- 1007 Rice/Grain Products
- 1008 Spices & Millets
- 1009 Seafood
- 1010 Tea

**Bakery**

- 2000 Bakery Equipment
- 2001 Canned Food Products
- 2002 Confectioneries & Sweets
- 2003 Delicatessen Food Products
- 2004 Flavours
- 2005 Food Ingredients
- 2006 Health & Natural Foods
- 2007 RTE & Ethnic food

**Food Process Technology**

- 3000 Food Processing Equipment
- 3001 Dairy Technology
- 3002 Edible Oil Processing
- 3003 Fish Processing Technology
- 3004 Meat Processing Technology
- 3005 Vegetable & Fruit Technology
- 3006 Warehousing & ColdRooms
- 3007 Food Safety & Quality Management

**Packaging Technology**

- 4000 Can Sealing Machines
- 4001 Containers, Labels & Printing
- 4002 Conveying, Transport & Storage
- 4003 Packaging Machineries
- 4004 Packaging Materials

**Hotel Supplies**

- 5000 Architecture Hardware
- 5001 Bar Accessories
- 5002 Commercial Kitchen Equipment
- 5003 Cleaning Equipment & Supplies
- 5004 Energy Management Systems
- 5005 Food Service Equipment
- 5006 Health Club & Spa Equipment
- 5007 Hotel Furniture/Fabric Furnishings
- 5008 Hotel Management Schools
- 5009 Hospitality Information Systems
- 5010 Housekeeping Supplies & Service
- 5011 In-Room Technologies
- 5012 Leisure & Amusement
- 5013 Lighting Accessories
- 5014 Refrigeration Equipment
- 5015 Table & Glassware Accessories
- 5016 Vending & Dispensing Machines
- 5017 Waste & Water Management

**Agri-Business**

- 6000 Agri- Machinery & Farm Equipment
- 6001 Animal Husbandry & Breeding
- 6002 Aquaculture
- 6003 Bio-Fertilizer & Soil Substitutes
- 6004 Bio-Technology & Pest Control
- 6005 Dairy & Livestock Processing
- 6006 Environmental Technology
- 6007 Farms & Hatcheries
- 6008 Feed Supplements & Additives
- 6009 Floriculture Technologies
- 6010 Fertilizers & Agro Chemicals
- 6011 Fish Farming Techniques
- 6012 Fishery Products
- 6013 Geo-Textiles & Coir Pith
- 6014 Genetics & Tissue Culture
- 6015 Horticulture Technologies
- 6016 Landscaping, Mowers & Garden Tools
- 6017 6018 Pumps & Motors
- 6019 Poultry Equipment
- 6020 Shade Nets & Green Houses
- 6021 Tractors & Tillers
- 6022 Veterinary Supplies
- 6023 Water Treatment Equipment
- 6024 Others (pls specify) \_\_\_\_\_

**Connect with Product Suppliers from all over India with this convenient Source Card**

Look for the Product Codes from the Product Dictionary(above) that you are interested in sourcing. Write down the numbers in the boxes below and in case the Product Codes for your target products are not available, do fill-up the Others section. We will forward your inquiry to the respective suppliers who will contact you directly with necessary price and product information. To allow us to process your request quickly, kindly do answer all questions mentioned below:  
Do refer our website: [www.foodhospitalityasia.com](http://www.foodhospitalityasia.com) for the online form or mail to [info@foodhospitalityasia.com](mailto:info@foodhospitalityasia.com) or whatsapp to: +91-8893304450

Product Inquiry

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1. Name Mr. Ms. \_\_\_\_\_  
Job Title \_\_\_\_\_

2. Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Country \_\_\_\_\_ Pin Code \_\_\_\_\_  
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3. Reader Profile can be best described as (Check One Only)  
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 Bakery  Rice Mill  Importer/Exporter  Distributor/Dealer  
 Supermarkets  Chefs  Food & Beverages  Consultant  
 Others(Pls. specify) \_\_\_\_\_

4. Do you import from India  Yes  No  Plan to

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