



GERMAN ASIA-PACIFIC
BUSINESS ASSOCIATION



Embassy of India
Berlin, Germany



Fruit Logistica 2017

“Focus India: Tapping the Potential for the Fresh Fruit and Vegetable Production”

8 February 2017, Berlin

13.00 to 14.30 hours, Hall 1.2 (Level 2), Room: Stuttgart

Organizers:

German Agribusiness Alliance at OAV - German Asia-Pacific Business Association
Agricultural and Processed Food Products Export Development Authority (APEDA)
Embassy of India in Berlin, Germany

What are current business opportunities, requirements and restrictions for trade and export of fresh fruits and vegetables? Producers, traders, input and technology providers as well as authorities and officials will discuss business opportunities as well as current challenges, present success stories and best practice – when building and ensuring sustainable supply and food chains in India.

Invited guest:

Shri Om Prakash Dhankar, Agriculture Minister, Government of Haryana

Speakers:

R. Ravindra, Deputy General Manager APEDA (Ministry of Commerce & Industry, Govt. of India)

Current developments in India and business opportunities

Dr. Karsten Hohgardt, Federal Office of Consumer Protection and Food Safety (BVL)

The role of food safety for Indian imports to Europe

Andreas Schindler, Pilz Schindler GmbH / Don Limon GmbH

Linking farmers to markets through infrastructure

Yogesh Mohite, Bayer AG Division CropScience

Food Chain Alliances and Partnerships

Vikram Vardhan, Embassy of India in Germany

Make in India Mittelstand: Business Support program for German Mittelstand

Further guests: APEDA business delegation

In cooperation with:



Background:

India ranks second in fruits and vegetables production in the world. As per National Horticulture Database published by National Horticulture Board, during 2014-15 India produced 86.602 million metric tons of fruits and 169.478 million metric tons of vegetables. The vast production base offers India tremendous opportunities for export.

However, India's share in the global market is only nearly 1%. In order to tap the potential for the production and especially export of fresh fruits and vegetables from India, it is important to link farmers to markets, and investment from public as well private sector is needed at all stages of the supply chain in order to assure quality production:

- More and more States in India aim at further diversifying the horticulture sector while investing in infrastructure, with a special focus on cold chain infrastructure, post-harvest handling facilities for storage, packaging and labeling, transport and logistics.
- Both public and the private sector increasingly focus on better cultivation systems and capacity building initiatives at the farmers, processors and exporters' levels.
- Farmers and business invest in quality production.

During the event, representatives from politics, authorities and the private sector will discuss business opportunities, present success stories and best practice, as well as current requirements for trade and export.