



TPCI to inaugurate 'India Pavilion' at 'Food and Drink Technology Africa' Tradeshow - South Africa

New Delhi, August 31, 2018: India's premier trade and investment promotion organization Trade Promotion Council of India (TPCI) is set to inaugurate 'India Pavilion' at the prestigious 'Food and Drink Technology Africa 2018' trade show being organized at Gallagher Convention Centre, Johannesburg, South Africa from 4-6 September. This inauguration of India Pavilion is part of TPCI's efforts to promote India's trade related to Food and Beverages industry globally.

Food & Drink Technology Africa (FDT-Africa) - held biennially in Johannesburg - is the premier beverage and food event in Southern Africa, tailored to promote the specific needs of the market. The trade show covers the entire value chain related to Food and Beverages industry and offers solutions to the challenges and demands of the market in Southern Africa.

TPCI is taking a business delegation of 42 prominent Indian businessmen related to Food and Beverages industry to showcase their products and services in FDT-Africa. High Commission of India in Pretoria and Consulate General of India in Johannesburg are providing their support and cooperation to ensure that the India Pavilion is a success and the Indian businessmen participating in the show end up getting good business. In this regard, India's High Commissioner to South Africa, Ruchira Kamboj is providing all assistance possible.

Speaking about the launch of 'India Pavilion' in FDT-Africa, Mohit Singla – Chairman, TPCI – says: "TPCI is privileged to join hands with Department of Commerce, Government of India in organizing this Indian participation at this well-established trade fair in Johannesburg, South Africa. This participation in FDT-Africa through the 'India Pavilion' is part of a series of such events being organized by TPCI with a view to promote trade and investment in Food & Beverages sector." Besides South Africa, TPCI is also doing similar events in Turkey, Mexico, Saudi Arabia and Spain in the near future to further this objective.

Adding further, Singla says: "Indian companies participating in FDT-Africa are displaying a wide variety of world class Indian Food & Beverage products and I am sure this exhibition will serve as an ideal platform for them to explore export opportunities, joint ventures, technology transfers & marketing tie-ups with their counterparts not only from South Africa but also from other South African countries viz. Botswana, Namibia, Zimbabwe and Nigeria."

There is a great scope for trade in Food & Beverage sector with South Africa, as India exports only US\$173 million of F&B items to South Africa out of the US\$5740 million worth of F&B items that South Africa imports from the world. This export includes US\$74.5 million worth of semi-milled or wholly-milled rice but even here there is scope for more as South Africa's total rice import is worth US\$451.3 million. Other major items currently being exported to South Africa include groundnuts, fruits of genus capsicum or of the genus pimenta, roasted chicory and other roasted coffee



substitutes, frozen shrimps and prawns, sweet biscuits, turmeric, cane or beet sugar (in solid form), spices, castor oil, dried onions, coriander seeds and fresh or dried cashew nuts.

A remarkable development is that Indian PET, packaging and bottling companies are aiming to enter Southern African market in a big way. Several companies from these fields are participating in FDT-Africa and thus we may look forward to a situation where a chips packet sold in Zimbabwe, a water or milk jar sold in Namibia or paint, edible oil, food or any similar packaged item on a shop counter in South Africa will have the India connection – either because of packaging sourced from Indian manufacturers or machines purchased from Indian manufacturers.

TPCI is committed to help Indian companies open up new vistas for co-operation with Southern African region in F&B sector.

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