

Press Release:

TPCI organised India-Egypt Food Processing & Packaging Technology BSM

- *Business deal worth USD 2 million is estimated to have been negotiated during BSM*

New Delhi, 27th September 2021: Trade Promotion Council of India organised the “India-Egypt Food Processing & Packaging Technology Buyer Seller Meet” on 19th & 20th September, 2021, in Cairo, Egypt. This is the first such delegation visit & Buyer-Seller meeting after the pandemic being organised by TPCI.

The Buyer Seller Meet was inaugurated by H.E. Mr. Ajit Gupte, Ambassador of India in Egypt. Addressing the participants and Egyptian buyers, Ambassador Gupte said, “Egypt is a growing Market for Food & Beverages, dairy and edible oil processing.

With the increasing market demand for processed food, there shall be demand for Technologies for Food, Beverages, Dairy edible oil Processing and packaging solutions. Indian OEM’s will have great market opportunities in Egypt.” He also suggested there is a need for Indian food processors to manufacture & process generic foods, rather than just traditional foods, so that Indian food processors can have greater market share in the global market.

The delegation included 15 leading Indian companies and 20 delegates comprising food & beverages, dairy, edible oil, packaging technology providers and food ingredient suppliers. Some of the participating companies were Rieco Industries, Spectec Techno Projects Pvt Ltd, Vibfast Pigments Pvt Ltd, Nichrome India, Goma Process Technologies Pvt Ltd, DVC Process Technologists, and Kumar Metal Industries Pvt Ltd. They engaged in discussions with around 40 leading Food & edible oil processors from Egypt to discuss long term business partnerships.

The BSM witnessed a good turnout and provided a valuable avenue for Indian businesses to explore opportunities in Egypt. Business deal worth USD 2 million is estimated to have been negotiated during the BSM.

The TPCI BSM delegation was led by Mr. Vikas Bhatia, MD of RIECO Industries & Executive Committee member of Food Processing Technology Sectorial Committee of TPCI. Delivering the welcome address, Bhatia stated, “The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing and packaging industry, primarily driven by technology.”

Around 42 Egyptian Food, Dairy, Beverages & Edible oil Processors attended the BSM and had one on one interaction with the participating Indian delegates. All the Indian delegates received prospective enquiries for Plant & machineries for Edible Oil, Dairy processing, Card Processing, Fruit Juice processing, filling & packaging lines. Flexible packaging suppliers received enquiries for Dairy, Tomato Ketchup, Fruit Juice and edible oil & Food Ingredients suppliers received enquiry for Food colour and corn.

Some leading Egyptian Processors who visited and engaged with exhibitors during the BSM are; LuLu Hyper Market, Dohler Egypt, Arma Food Industries, Lessaffre Egypt, Alexandria Oil, Monginis Food & Services, Nile Water Company, Lacto Misr, Egyptian Pastourised Egg Products Co, etc.

The Indian delegation felt that Egypt has emerged as a very prospective market for Food & Beverages Processing Technology, Edible oil Technology, Packaging Solutions & Food Ingredient supplies. Indian companies hope to increase their market footprints in Egypt in a bigger way.

On 20th September 2021 a factory visit was also organized by TPCI for the Indian Delegates. The delegates met with the Chairman & General Manager of Alfa Misr for Industrial Investment and had an in-depth study of the factory.

Exports to Egypt from India is 2,149.1 million USD and imports is 1,768.3million USD, in 2020. India's Food tech export to Egypt includes; Machinery for the industrial preparation or manufacture of food or drink, Combine harvester-threshers, Machinery for preparing animal feeding stuffs in agricultural holdings, Parts of milking machines and dairy machinery, Parts of machinery for the industrial preparation or manufacture of food or drink, etc.

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