

## A brief report on Tea Board India's participation in Anuga 2017 held in Cologne, Germany during October 7-11

### Germany: Country profile

Having a geographical area of 357022 sq. km, it borders Germany is in Western and Central Europe, with Denmark bordering to the north, Poland and the Czech Republic to the east, Austria to the southeast, Switzerland to the south-southwest, France, Luxembourg and Belgium lie to the west, and the Netherlands to the northwest. It is the seventh largest country by area in Europe and the 62nd largest in the world.

As Europe's largest economy and second most populous nation (after Russia), Germany is a key member of the continent's economic, political, and defense organizations. European power struggles immersed Germany in two devastating World Wars in the first half of the 20th century and left the country occupied by the victorious Allied powers of the US, UK, France, and the Soviet Union in 1945. With the advent of the Cold War, two German states were formed in 1949: the western Federal Republic of Germany (FRG) and the eastern German Democratic Republic (GDR). The democratic FRG embedded itself in key Western economic and security organizations, the EC, which became the EU, and NATO, while the communist GDR was on the front line of the Soviet-led Warsaw Pact. The decline of the USSR and the end of the Cold War allowed for German unification in 1990. Since then, Germany expended considerable funds to bring Eastern productivity and wages up to Western standards. In January 1999, Germany and 10 other EU countries introduced a common European exchange currency, the "Euro". The country has twenty notable cities having sizeable population.

### Participation in the Anuga 2017

A well-organized trade exhibition gives an instant platform for effective means of promotion and a two-way communication process between the buyers & the sellers with an objective to generating business leads. With Anuga in Cologne, Germany having established a major confluence for the important buyers from all over the world during its 34th year of existence in 2017, participation in the same proved to be strategic and significant in furthering business interests of the Indian exporting community.

**'Anuga 2017' is a highly specialised event focusing on ten distinct segments such as "Hot Beverages (Tea, Coffee & Hot chocolate)", "Drinks", "Fine Food", "Dairy", "Chilled & Fresh Food", "Frozen Food", "Bread & Bakery" etc. Further, the event is the confluence for all the stakeholders with a pan-global presence, representing the diversity of the food and beverage industry.**

7,405 companies from 107 countries took part in Anuga 2017 on an exhibition space covering 284,000 sq. m. These included 716 exhibitors from Germany and 6,689 exhibitors from abroad. The share of foreign exhibitors was 90 percent. Around 165,000 trade visitors from 198 countries took advantage of this unique platform for sourcing, information and ordering at a top level, of which 75 percent was from the foreign countries.

The trade fair was inaugurated by the NRW Minister, Christina Schule Föcking on October 7, 2017. The honorary guest at the opening ceremony was the Indian Minister for the Food Processing Industries, I.E. Smt. Harsimrat Kaur Badal. **India was the partner country for Anuga 2017. An all-encompassing "India branding exercise" covering processed food, tea, coffee, rice, dairy items etc was undertaken by IBEF marking this occasion.**

With the approval of GOI, Tea Board of India participated in this reputed fair to sustain visibility and promotion of Indian tea substantively.

The industry was represented by M/s LMJ International Limited, M/s Aditya Trading Company, M/s Jivraj Tea Retail (Gujarat) Pvt. Ltd., M/s Saket Impex, M/s Vahdam Teas and M/s Signature Estates, whereas Tea Board India was represented by the Dy. Director, Tea Promotion of Tea Board - Shri Joydip Biswas at "Anuga 2017".

Tea Board India had acquired a space of 54 sq. m and each of the six participating companies was allocated 6 sq.m of space, booth on which was constructed based on customized design along with the appropriate furniture & accessories and proper illumination being put in place.

Tea Board India's composite stall consisting of 7 booths at the location coordinates of B-029g at Hall no. 7 wore an attractive look with appealing publicity posters from the stables of Tea Board India and the participating companies adorning the walls. The Tea Board's posters depicted single-origin varieties like Darjeeling, Assam, Nilgiri, in an attractive pictorial presentation with narratives and scroll-ups in German language. A spectrum of posters as well as company scroll-ups showing divergent facets of Indian tea – its sprawling & verdant tea estates, logos and diverse product ranges & grades were on display throughout the stand.

Samples of quality origin teas like Darjeeling, Assam, Nilgiri having different grades of Orthodox & CTC teas along with various flavoured and blended teas under the company brands in various packet sizes were exhibited with zeal across the counters. This attracted sizeable number of visitors during all the five days, especially on the 2nd & 4th day, who expressed keen interests about pure Indian tea. The continuous sampling of Indian-origin teas of the Darjeeling, Assam, Sikkim and Kangra teas across Tea Board's stall attracted large number of visitors, who made beeline for having a taste of the exquisite varieties, especially those from Darjeeling GI area and Sikkim State (Temi Tea Garden).

The prominent outcome of our participation was the generation of a number of business leads and exploration of business opportunities by the six exporters as a consequence of intense deliberations at their end.

The Minister for the Food Processing Industries, GoI along with the Joint Secretary (Plantations) and APEDA Chairman visited the Tea Board India's stand on October 7, 2017 and interacted with the Indian exporters extensively. The Minister enquired about nuances & finesses of Indian tea and stressed upon continual innovation for promoting "Brand India".

Some selected photograph pertaining to our participation in the trade fair is appended.



Minister, MoFPI, GoI with JS(Plantations) and APEDA Chairman at the TBOI stand on 7/10/17



Mr. Joydip Biswas, Dy. Director, TP with Mr. Wittig, Secretary General, German Tea Association and Dr. Monika Beutgen, Secretary General, Tea & Herbal Infusions Europe at TBOI booth on 9/10/17 after a meeting on promoting “India tea” in the European market



Mr. Joydip Biswas, Dy. Director, TP along with a European buyer at the TBOI booth



A view of the TBOI stand