



Report on High level Delegation led
by Hon. Minister (Industries, Sports
& Youth Affairs), Government of
Kerala to Nepal for

Foodtech
ASIA 2019

September 25 to 28, 2019
Sallaghari Ground, Bhaktapur, Nepal

REPORT

NEPAL

Nepal, the country in Asia is lying along the southern slopes of the Himalayan mountain ranges. It is a landlocked country located between India to the east, south, and west and the Tibet Autonomous Region of China to the north. Its territory extends roughly 500 miles (800 kilometres) from east to west and 90 to 150 miles from north to south. The capital is Kathmandu.

Nepal, long under the rule of hereditary prime ministers favouring a policy of isolation, remained closed to the outside world until a palace revolt in 1950 restored the crown's authority in 1951; the country gained admission to the United Nations in 1955. In 1991 the kingdom established a multiparty parliamentary system. In 2008, however, after a decade long period of violence and turbulent negotiation with a strong Maoist insurgency, the monarchy was dissolved, and Nepal was declared a democratic republic.

NEPAL & INDIA

Nepal and India enjoy excellent bilateral ties. Founded on the age-old connection of history, culture, tradition and religion, these relations are close, comprehensive and multidimensional and are pronounced more in political, social, cultural, religious and economic engagements with each other. To add up the formal flavor to such historic relations, the two countries established diplomatic relations in the year 1947. The unwavering commitment to the principles of peaceful coexistence, sovereign equality, and understanding of each other's aspirations and sensitivities has been the firm foundation on which our bilateral relations have been growing further.

Nepal's solemn desire to cultivate and foster the cordial and friendly ties with its neighboring countries is reflected in its long standing position of not

allowing its territory to be misused by any elements unfavorable to India. The open border between the two countries remains a unique feature of our relations. Frontier without restriction has greatly facilitated the free movements of our people to each other's territory and enhanced interactions.



The 5th edition of Foodtech Asia 2019, the International Exhibition on Food Processing & Allied Sectors was organised at Sallaghari Ground, Bhaktapur, Nepal from September 25 to 28, 2019.

Foodtech Asia 2019 was organised by Olampia Exhibition Pvt. Ltd. in association with Food Industries Welfare Association (FIWA). The Event was supported by the Ministry of Small & Medium Enterprises, Government of India and Nepal Chamber of Commerce.

The Exhibition promote Food Processing Machinery, Bakery & Dairy Machinery, Packaging Machinery & Materials, Catering Equipments, Commercial Kitchen Equipments, Ice Cream Machinery, Cold Room & Storages Systems, Juice Processing & Filling Machinery, Dairy & Bakery Products, Cleaning Products & Laundry Machinery, Spices & Edible Oils, Food Products, Hospitality, ERP Systems, etc.

The Organisers had informed an exclusive opportunity for promoting Kerala State and has requested Kerala to participate in the Event. The Organisers have requested the Hon'ble Minister (Industries, Sports & Youth Affairs) to be the Special Guest for the inaugural function of Foodtech Asia 2019 and for the inauguration of the Exhibition organised from September 25 to 28, 2019 at Sallaghari Ground, Bhaktapur, Nepal.

Kerala Bureau of Industrial Promotion (K-BIP) had submitted a proposal to Government for a high level delegation led by Hon. Minister (Industries, Sports

& Youth Affairs) to visit Nepal for the Foodtech Asia 2019 Exhibition organised at Nepal from September 25 to 28, 2019. Government vide G.O. (Rt) No.5331/2019/GAD dated 07/09/2019 had accorded sanction for the foreign visit of official delegation led by Hon. Minister (Industries, Sports & Youth Affairs) to Nepal and the composition of the delegation is as given below:

1. Shri. E.P. Jayarajan, Hon. Minister (Industries, Sports & Youth Affairs)
2. Dr. K. Ellangovan IAS, Principal Secretary (Industries)
3. Shri. Biju K. IAS, Director (Industries & Commerce)
4. Shri. Prakashan Master M., Private Secretary to Minister (Industries)
5. Shri. S. Santhosh, Chief Executive Officer, K-BIP
6. Shri. Suraj S., Manager, K-BIP

Inauguration



Shri. E.P. Jayarajan, Hon. Minister for Industries, Sports & Youth Affairs, Government of Kerala inaugurating Foodtech Asia 2019 Exhibition

The Event was inaugurated on September 25, 2019 by **Shri. E.P. Jayarajan, Hon. Minister for Industries, Sports & Youth Affairs, Government of Kerala** in the presence of Dr. K. Ellangovan IAS, Principal Secretary (Industries & Norka), Government of Kerala, Shri. Biju K. IAS, Director of Industries & Commerce, Government of Kerala, Shri. S. Santhosh, Chief

Executive Officer, Kerala Bureau of Industrial Promotion (K-BIP), Shri. Rajendra Malla, Senior Vice President, Nepal Chamber of Commerce along with the stakeholders of the Industry from public and private sector in Nepal.



The Event was a great success with a total of 150 organisations (both local & foreign) exhibiting in over 200 stalls during this year's exhibition and had a total of 10000 visitors with over 2500 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 participation of Small and Medium Scale Enterprises and the latest innovative products they have to offer.

Kerala at Foodtech Asia 2019

This year's Event included successful participation from Department of Industries, Government of Kerala with 10 MSMEs from Kerala participating under the banner of Kerala State Pavilion.

The Organisers had informed an exclusive opportunity for promoting the products and technologies in the Food Processing & Allied Sectors from Kerala and requested to participate in the Foodtech Asia 2019 Exhibition.

Accordingly fully converted A/c Stall Space for the participation of MSMEs from Kerala was availed for the Exhibition.



Foodtech Asia 2019 featured the participation of MSMEs from Kerala profiling 10 MSMEs from the Food Processing and Allied Sectors of Kerala. The list of Exhibitors from Kerala is as given below:

- Almela International Pvt. Ltd., Thiruvananthapuram
- A to Z Packagings, Ernakulam
- Crust n Crumb Food Ingredients (P) Ltd., Ernakulam
- Kozhikodens Bakers & Exporters, Kozhikode
- Mechanical Assembly Systems (I) Pvt. Ltd., Alappuzha
- Seapack India Pvt. Ltd., Ernakulam
- Sree Bhadra Parambariya Chikilsalayam, Thiruvananthapuram
- SAS Bakery Equipments, Ernakulam
- Techno Consultancy Services, Thrissur
- Wilmax India, Ernakulam

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.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for facilitating the participation of MSMEs from Kerala in the Foodtech Asia 2019 Exhibition.

Exhibitor Profile

Processed Food and Beverage / Dairy Products / Packaging / Food Technology / Retailing and Vending System / Refrigeration and Cold Chain / Universities - Food Science and Technology / Government Agencies / Distribution and Logistics / Publication and Trade Journals / Certifying Bodies / Research Institutes.

Exhibitors Statistics

- 200 Stalls
- 165 Companies
- 4 Foreign Companies participated from the following Countries like India, China, Malaysia and Singapore apart from the Host Country, Nepal.

Visitor Profile

Importers / Exporters / Wholesalers / Supermarkets / Bakers and Confectioners / Trade Export Promotion Councils / Business Institution / Packaging and Distribution Centres / Food Manufactures and Processors / Hotels, Restaurants and Fast Food Outlets / Department Stores and Self-employed Retailers / Trade and Export Promotion Councils / Food Processing Manufactures/Beverage Productions / Food Manufactures / Machinery Import and Distributors / Retail Packaging /Contract Packaging / Bulk and Value Added Tea Exporters / Canneries / Laboratory / Pharmaceutical Manufactures / Packing material Manufacture / Dairies / Bakery Owners / Refrigeration / Government agents & officials.

Visitor Statistics



- Visitor Ticket Sales - 10000
- Trade Invitees - 2500

Special Attractions at the Event

- **Cookery Demonstration**

An ongoing cookery demonstration was held during the last day of the event in order to promote the products of the stall holders and to attract visitors to the event.

- **Food Tasting & Sampling**

Most stall holders carried out sampling in addition to offering discounted rates for the consumers.

Foodtech Asia 2019 Exhibition offered a platform for any brand to come and showcase their products and services and communicate the USP of their product. Exhibiting can fetch many profits to the companies and also meet targeted prospect customers. Exhibition participation can help to meet directly with potential customers and generate lead.

The Event supported brands to showcase and demonstrate their products, technological advancements, and services to its target audience. It is a platform of face-to-face interaction, networking and presenting latest product development and encourages utmost consumer engagements. The Event also

helps in creating brand proximity. It's an excellent way to raise your profiles and generate brand awareness.

The post Event evaluation by the Organisers has revealed a positive desire by the exhibitors and the business visitors to be engaged in future business. This year's Event also witnessed the increase in the participation of Micro, Small and Medium Scale Enterprises and the latest innovative products they have to offer.

These Events provides an opportunity to establish Kerala's strengths in International market by introducing the products to potential importers, distributors, representatives and joint venture partners attending the Event. Moreover, the companies in this sector in Kerala would offer ample scope for the exports of their products and the MSME sector stands to gain high investment potential.

The participation in such International Events will surely help the MSMEs from Kerala to analyze the sectoral performance in the Food Processing and Allied Sectors, the market forces driving the industry and the challenges faced by it, major foreign players existing in the Industry, opportunities existing in the International markets etc.

INTERACTIVE MEETING WITH INDUSTRIALISTS OF NEPAL

During the official visit to Nepal, it was proposed to organise industrial visits, interactive meetings with Industrial Associations, Chambers of Commerce, etc. in Nepal and the same is proposed to be organised in association with the Organisers of Food Tech Asia 2019 and through the Industrial Associations, Chambers of Commerce etc. based in Nepal.

On behalf of Department of Industries & Commerce, Government of Kerala, Kerala Bureau of Industrial Promotion (K-BIP) with the support of Olampia Exhibition Pvt. Ltd. (Organisers of Foodtech Asia 2019 Exhibition), Federation

of Nepal Chamber of Commerce & Industry (FNCCI), Confederation of Nepalese Industries (CNI) and Nepal Chamber of Commerce organised an Interactive Meeting with Industrialists of Nepal at Hotel Annapurna, Durbar Marg, Kathmandu, Nepal on September 25, 2019.



The Interactive Meeting was chaired by **Shri. E.P. Jayarajan, Hon. Minister for Industries, Sports & Youth Affairs, Government of Kerala.**

During the address, the Hon. Minister spoke about the industrial scenario of the State of Kerala, initiatives taken by Government of Kerala for the benefit of industries and trade in Kerala and welcomed the industrialists from Nepal to Kerala to experience the new investment climate and to participate in Kerala's incredible growth story.

During the Meeting, Dr. K. Ellangovan IAS, Principal Secretary (Industries & Norka), Government of Kerala made a detailed presentation highlighting the investor friendly policies, infrastructure availability, investment opportunities in Kerala, etc.



Shri. Biju K IAS, Director (Industries & Commerce), Government of Kerala delivered the introductory address followed by a Promotional Film on Kerala Industry was shown to the august gathering of businessmen from Nepal.

Shri. Kishore Pradhan, Vice President of Federation of Nepal Chamber of Commerce & Industry (FNCCI); Shri. Bivendra Raj Pandey, Vice President of Confederation of Nepalese Industries (CNI) and Shri. Kamlesh Kumar Agrawal, Vice President of Nepal Chamber of Commerce also delivered special address during the Meeting.

The Interactive Meeting organised by Department of Industries, Government of Kerala had overwhelming response with participants from Industries, Industrial Associations, Chambers of Commerce, Entrepreneurs, etc. from Nepal.

INDUSTRIAL VISIT

As part of the official visit to Nepal, an Industrial visit was organised on September 26, 2019 at the Unit of Khajurico Nepal Pvt. Ltd. located at Bagdol in Lalitpur, Nepal.

Khajurico Nepal was established in 1990 as a family owned cottage industry with a brand name of Khajuri Foods. This company was registered as a private limited company under the Cottage and Small Industry Act of the Government of Nepal. Khajuri Foods has started with single product, baked bread (Pauroti). Khajuri Foods had been expanded in 1994 with diversified products, cookies and puff pastry. The brand name of Khajuri Foods has been changed in 2003 from Khajuri Foods to Khajurico Nepal.

The delegation led by Hon. Minister for Industries, Sports & Youth Affairs, Government of Kerala visited one of the factory of Khajurico Nepal Pvt. Ltd. located at Bagdol in Lalitpur, Nepal.



The delegation was welcomed by Mr. Omnath Maharjan, Chairman, Khajurico Nepal Pvt. Ltd. along with Managing Director and Directors of Khajurico Nepal Pvt. Ltd.

Shri. Jagannath Maharjan, Managing Director, Khajurico Nepal Pvt. Ltd. made a presentation about the company and products of Khajurico Nepal Pvt. Ltd. to the delegation. The company is constantly expanding its distribution and product offering to better serve the needs and opportunities that the

competitive market place offers and demands. Recently, the Company has opened its new factory in Haryana, India in the name of Khajurico India Pvt. Ltd. The company has also started its export to countries like Australia, Tibet, Ghana, etc. The delegation also visited the production area of the factory which is certified for ISO 2000 (food safety).

HERITAGE TOUR

The delegation visited the Patan Durbar Square in Lalitpur, Nepal on September 26, 2019. Patan Durbar Square is situated at the centre of the city of Lalitpur in Nepal. It is one of the three Durbar Squares in the Kathmandu Valley, all of which are UNESCO World Heritage Sites. This is the sight to relish the architecture, culture, grandness and history in this region. Temples, palaces, residential houses and many other structures can be seen in this region.



The delegation led by Hon. Minister for Industries, Sports & Youth Affairs, Government of Kerala was welcomed to the Patan Durbar Square by Shri. Krishna Lal Maharjan, President, Lalitpur Chamber of Commerce & Industry along with the officials of Lalitpur Chamber of Commerce & Industry and Patan Museum Development Committee, Nepal.



The delegaton also visited the Narayanhity Palace Museum located in Kathmandu on September 27, 2019 which was a former royal palace and was home to the monarchs of Nepal.

Trade facilitation has emerged as a key factor for international trade efficiency and the economic development of any State. This is due to its impact on competitiveness and market integration and its increasing importance in attracting investments to the State. Such business delegations have great potential gains for both the Government and the business community of the State.

Kerala State needs to build a new kind of perception among the investors in the field of Industries to broaden its economic base and to revitalize existing industries. This in turn creates profits for reinvestment and tax revenues to help pay for social advance. Achieving such results may require new strategies to exploit opportunities.

To accelerate the industrial promotion activities and to promote products produced from the State, participation in such International Events will benefit Kerala Industry and the State as a whole.
