



Shellac & Forest Products Export Promotion Council

1. Name of the Event : Food Ingredients Europe 2019.
2. Purpose of the event (with anticipated outcome) :
 - (i) To showcase Indian products suitable for the European market of food and food ingredients.
 - (ii) To initiate relationships with potential buyers from France, European Union and other neighboring countries
 - (iii) To cement relationships with current buyers from France, European Union and other neighboring countries
 - (iv) To receive leads and business
 - (v) To study the market dynamics of France, European Union and neighboring countries
 - (vi) To study the product development requirements of Animal feed and Fish feed market to dovetail into the Manufacturing and Product development strategy of the industry
3. Country : Paris, France
4. Date of Event : 3rd - 5th Dec., 2019
5. EC Approval (in brief) :
6. (a) Assistance Approved : Rs. 22,50,00,000/-
(b) Release of 1st installment (in Rs.) : Rs. 11,25,000/-
(c) 2nd instalment, if any (in Rs.) : Rs. NIL
(d) Remaining amount pending for release (in Rs.) : Rs. 11,23,400/-
7. Brief description of the event :

Food ingredients Europe and Natural ingredients (Fi Europe & Ni) is the world's leading food and beverage ingredients platform.

Fi Europe & Ni is the world's leading food and beverage ingredients platform. Held biennially in a major European city, Fi Europe & Ni brings together the world's leading food and beverage suppliers and specialists in research and development, production and marketing to showcase the most diverse range of new and innovative ingredients and services.

Fi Europe & Ni offers food & food ingredient businesses a proven route to market, with a truly global audience. It helps meet the companies' business needs and successfully differentiate a company in a competitive food ingredients industry, at the world's leading food and beverage platform.

Launched in 1986, Fi Europe has attracted over **500,000 people** to date, with billions of Euros of business generated as a result. No wonder it has been categorised as one of the top 10 most important events for the



food and beverage industry with **96% of exhibitors considering Fi Europe “extremely important” for their business.**

The Food ingredients Europe and Natural ingredients, organized by the UBM EMEA took place from 3rd December to 5th December 2019 at the Messe Frankfurt France SAS in Paris, France. The conference brought together the world's leading food and beverage suppliers, research and development, production and marketing specialists and showcases the most diverse range of new and innovative ingredients and services.

8. Details of the Indian Participants

(i) No of Participants : 10 firms all member exporters of SHEFEXIL i.e.

1. MR. HARISH JAISANSARIA, M/S. NOLARAM DULICHAND DALL MILLS, (IEC NO. 1388007860)
2. MR. GIRISH SONI, DIRECTOR, M/S. SHREE RAM COLLOIDS PVT. LTD., (IEC NO.1309000689)
3. MR. DILIP KR. SARDA, DIRECTOR, M/S. SARDA BIO POLYMERS PVT. LTD. (IEC NO. 0312072651)
4. MR. PANKAJ SARDA, DIRECTOR, M/S. BIO SOLS INDIA PVT. LTD., (IEC NO. 0310023963)
5. MR. GURPREET SING BAKSHI, SR. MANAGER (INTL. BUSINESS), M/S. SUNITA HYDROCOLLOIDS PRIVATE LTD., (IEC NO. 1307006442)
6. MR. SAKTHIVEL CINNPPA GOUNDER, M.D., M/S. SUN BIO NATURALS (INDIA) PRIVATE LTD, (IEC NO. 414038461)
7. MR. RAJEEV SINGHAL, PROP., M/S. SHIV SALES CORPORATION, (IEC NO. 508045746)
8. MR. ASHOK BURAD, PARTNER, M/S. SHREE SHANTI ENTERPRISES, (IEC NO. 1300013044)
9. MR. JIGNESHKUMAR MAGANBHAI BHAGAT, M.D., M/S. PANCHVATI EXPORT, (IEC NO. 2416906496)
10. MR. MANOJ MAHESHWARI, PARTNER, M/S. RAJ GUMS, (IEC NO. 1306014735)

(i) Brief profile of each participant : All were Exporters members of SHEFEXIL dealing in Guar

Gum Gum Powder, Cassia Gum Powder, Psyllium Husk Powder, Guar Refined Splits, Guar Meal, Tamarind Kernel Powder, Onion/garlic dehydrated, spices, essential oils, cold pressed oils, etc..

(ii) Participants' feedback in brief : The fair was affected by a local strike in Paris. However, there is substantial market potential, as visitors from other and neighboring countries also attend the fair. Several new contacts were made and new enquiries generated. There could be need for some product development in some cases to garner the market better.

9. Details of Buyers/visitors:

(i) No of visitors / foreign buyers : 291

(ii) Brief profile of visitors / buyers : Distributors, Consumers, Importers, Procurement Managers of leading food ingredients, additives, Guar Gum, Guar meal, Oleoresin industries from France, European Union and UK.

(iii) Visitors' feedback in brief : Evinced interest in the Indian products



10. Business generated :

- a. No of enquiries : 117
- b. No of MOU's negotiated / signed : N/A
- c. Orders booked / Leads generated : 12
- d. Total business generated : US\$ 30, 000.

11. Brief note on export potential of the country / product (as per industry feedback) :

Significant trends in European Food Ingredient Industry :

Europe specialty food ingredient market is growing registering a CAGR of 4.96% during the forecast period (2019-2024).

- By type, the flavors segment occupied the largest market share of in 2018. The specialty oil segment is projected to witness the highest CAGR over the forecast period.
- By functional food ingredient type, vitamins and minerals occupied the largest market share in 2018. The botanical functional food ingredient is projected to witness the highest CAGR, over the forecast period.
- By application type, the beverages application occupied the largest market share in 2018. Bakery segment is projected to witness the highest CAGR over the forecast period.

Europe Specialty Food Ingredient Market is Segmented by Ingredients into Functional Food Ingredient, Specialty Starch and Texturants, Sweeteners, Flavors, Acidulants, Preservatives, Emulsifiers, Colors, Enzymes, Cultures, Proteins, Specialty Oils, Yeasts. By Application the market is segmented into Beverages, Sauces, Dressings, and Condiments, Bakery, Dairy, Confectionery, Dried Processed Foods, Frozen/Chilled Processed Foods, Sweet and Savory Snacks and Other Applications.

SHEFEXIL products align with the botanical functional food ingredients and Bakery segment.

Obesity And Overweight in Europe – Leveraging Opportunity For Manufacturers

A few centuries on, with the onset of industrial farming, food is no longer a status symbol and the specter of famine has receded from the consumer consciousness. The abundance of food is such that the link between calorie intake and social status has not so much been eliminated but it has been highly reversed the other way. Across Europe and most of the developed countries, people have easy access to cheap, high-calorie fast food and ready meals. As a result, the average body mass index (BMI) has shot up across the developed world and beyond. Utilising the latest estimates from EU countries, the World Health Organization suggests that 30-70% of adults are overweight in Europe, whilst obesity affects 10-30% of adults. Moreover, according to the WHO, in the EU, one in three 11-year-olds are either overweight or obese.