

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:4974
ANSWERED ON:26.04.2010
COFFEE EXPORT
Siddeswara Shri Gowdar Mallikarjunappa

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the names of the countries to which coffee is being exported during the last three years; and
- (b) the steps being taken by the Government to expand the markets for coffee export?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a) Major countries to which coffee has been exported during the last three years include Italy, Russian Federation, Germany, Belgium, Spain, Finland, Ukraine, Greece, Jordan, Slovenia etc.

(b) Following steps have been taken by the Government to expand markets for coffee exports, with the aim of improving exports:

- # Extending financial incentives for export of high value coffees to markets like USA, Canada, Japan, New Zealand and Australia.
- # Extending financial incentives for export of value added coffees under India Brands.
- # Organising India International Coffee festivals.
- # Participation in trade fairs and organising buyer-seller meets in the overseas markets.
- # Organising cupping competitions.
- # Taking up brand promotion initiatives in key overseas markets through advertisements and other promotional measures.