

**GOVERNMENT OF INDIA
FOOD PROCESSING INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:2668

ANSWERED ON:01.08.2017

Business Platform for Food Processors

Adsul Shri Anandrao ;Munde Dr.Pritam Gopinath;Patil Shri Shivaji Adhalrao;Shrirang Shri Chandu Barne;Yadav Shri Dharmendra

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

- (a) whether the Government has signed a Memorandum of Understanding (MoU) with ANUGA, world's largest promotional and investment trade fair organised in Germany recently and if so, the aims of signing this MoU;
- (b) whether the said MoU is signed to create a business platform for Indian Food Processors and exporters and also to put Indian Food and cuisine at Global platform which will help to create an opportunity to double the income of farmers and if so, the details thereof;
- (c) whether the Government is considering to create the next level of market for Indian Food Processing Industries in partnership with ANUGA and if so, the details thereof; and
- (d) the measures taken/being taken by the Government in this regard?

Answer

(a) to (d): Yes Madam, on consideration of a proposal from M/s. Koelnmesse GmbH, Germany, the Ministry of Food Processing Industries (MoFPI) and Department of Commerce (DoC), Government of India have signed a contract on 15.03.2017 with M/s. Koelnmesse GmbH for India being the Partner Country for ANUGA 2017, which is the leading international trade fair for food and beverages to be held at Cologne Exhibition Centre in Germany from 7th -11th October 2017.

The main objective of signing this contract is to tap the immense opportunity from this event to promote Brand India in the global food business platform and create a business platform for Indian Food Processors and exporters and help put Indian food processors, foods and cuisine on the Global platform.

Anuga attracts over 7000 exhibitors from all over the world and is expected to have 160000 trade visitors from over 190 countries. The range of products and services presented at Anuga covers food and beverages as well as technology for the trade and the food services/catering market.