



## Shellac & Forest Products Export Promotion Council

1. Name of the Event : Victam International, Cologne, Germany.
2. Purpose of the event (with anticipated outcome) :
  - (i) To showcase Indian products suitable for the European market of animal feed and fish feed.
  - (ii) To initiate relationships with potential buyers from Germany, European Union and other neighboring countries
  - (iii) To cement relationships with current buyers from Germany, European Union and other neighboring countries
  - (iv) To receive leads and business
  - (v) To study the market dynamics of Germany, 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 : Germany
4. Date of Event : June 12 to 14, 2019.
5. EC Approval (in brief) :
6. 

|                                                     |   |                 |
|-----------------------------------------------------|---|-----------------|
| (a) Assistance Approved                             | : | Rs. 15,00,000/- |
| (b) Release of 1 <sup>st</sup> installment (in Rs.) | : | Rs. 7,50,000/-  |
| (c) 2 <sup>nd</sup> instalment, if any (in Rs.)     | : | Rs. NIL         |
| (d) Remaining amount pending for release (in Rs.)   | : | Rs. 5,76,712/-  |
7. Brief description of the event :

VICTAM International is the world's largest dedicated event for the animal feed processing industries. Co-located with VICTAM International is GRAPAS EMEA, the event for the grain, flour and rice processing industries. Global industry executives from the animal feed, flour and rice milling, grain processing and biomass pelleting industries descended on Cologne in Germany in June 2019. These senior executives had come from as far away as Australia and every continent was represented. There were even official delegations from Japan, PRC, Turkey and Russia.

The exhibition is a one stop show for the decision makers within these industries. Each visitor will be able to find what they are looking for, all under one roof over three days. The event also focuses on a series of high quality industry conferences and business matchmaking with colleagues and clients.



VICTAM International and GRAPAS EMEA 2019 took place from June 12<sup>th</sup> to 14<sup>th</sup>, 2019 at the Cologne Messe in Cologne, Germany. There conferences and technical seminars took place simultaneously. Some of the relevant conferences in 2019 included Aquafeed Horizons 2019, All about Feed Seminar, Petfood Forum 2019, Feed Strategy Conference.

## 8. Details of the Indian Participants

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

1. SHRI GL SARDA, PARTNER, M/s. SARDA GUMS & CHEMICALS (IEC NO. 0388091851)
2. SHRI DILIP KUMAR SARDA, DIRECTOR, M/s. SARDA STARCH (P) LTD. (IEC NO. 0300006993)
3. MR. GIRISH SONI, DIRECTOR & MR. VIJAY DAGA, M/s. SHREE RAM GUM CHEMICALS PVT. LTD., (IEC No. 1307015832)
4. SHRI. DINESH K. KASHYAP, ASST. VICE PRESIDENT (Exports) M/s. HINDUSTAN GUM & CHEMICALS LTD. (IEC No.0588080942)
5. SHRI JEETENDRA JAIN, MD, M/s. GREENFIELDS DERIVATIVES PVT. LTD. (IEC NO. 1313021059)
6. SHRI MANGILAL JAIN, PARTNER, M/s. M.K. ASSOCIATES (IEC NO. 1308005067)
7. SHRI ANIL KUMAR, SHRI VIKRAM, M/s. MAHESH AGRO FOOD INDUSTRIES (IEC NO. 1303015447)
8. SHRI HARISH JAISANSARIA, M/s. NEELKANTH GUM & CHEMICALS (IEC NO. 1305003896)
9. SHRI YOGESH JAISANSARIA, M/s. NEELKANTH POLYMERS (IEC NO. 509022359)
10. SHRI SS RATHI, M/s. INDIAN HYDROCOLLOIDS (IEC NO. 3711002803)

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

(ii) Participants' feedback in brief : Currently the market is dull and tough. 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 : 145
- (ii) Brief profile of visitors / buyers : Distributors, Consumers, Importers, Nutrition Managers of leading Animal feed and Fish feed industries from Germany, European Union and UK.
- (iii) Visitors' feedback in brief : Evincd interest in the Indian products



10. Business generated :

- a. No of enquiries : 16
- b. No of MOU's negotiated / signed : N/A
- c. Orders booked / Leads generated ~ 12
- d. Total business generated : US\$ 25, 000.

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

This year, VICTAM 2019 was largely for Feed machineries, feed pallets and lab equipments. However, the participants felt the market has good potential for animal feed, specially if the Indian industry can move towards odour less varieties. The competition is mainly from China and Brazil.

Significant trends in global animal Feed Industry :

- USA is the largest market, followed by Brazil
- There is a trend of humanizing the pets – between 2011 and 2018 the two products segments gaining the most in customer base are pet beds ( up by 3.4 million households ) and cat treats ( up by 3.1 million households, despite flat cat ownership levels ). This data pertains to USA only.
- There is a move towards natural alternatives in pet food vis a vis synthetic sources.
- Grains used in pet food : Corn is used as the first option, followed by rice. Wheat is used in smaller amounts in pet food, while sorghum is used in some places as a partial substitute of corn.
- Soybean and corn gluten meals are the main vegetable protein sources, while canola meal is included in small amounts in some countries.
- The primary source of fibre used is wheat bran while soybean hulls are used in some places.
- Sanitary and commercial regulations are an important factor in the pet feed market.

12. Outcome analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc.)

- a. Indian products suitable for the German and European Union market of animal feed and fish feed industry were showcased successfully.
- b. New relationships with potential buyers from Germany, European Union and other neighboring countries were initiated – 48 new contacts established.
- c. Old relationships with current buyers from Germany, European Union and other neighboring countries were consolidated
- d. Market dynamics of Germany, European Union and neighboring countries studied, and potential of the market was assessed as being of high potential.
- e. Need for product development to serve this growing market segment was felt by the Exporters- specially moving towards odourless feed.

13. Photos attached as evidence (SHEFEXIL Pavilion photo attached).