



Shellac & Forest Products Export Promotion Council (SHEFEXIL)

1. Name of the Event : **Hi Europe & Ni 2018**
2. Purpose of the event (with anticipated outcome) :
 - (i) To showcase Indian products suitable for the EU market of all natural and health products industry
 - (ii) To initiate relationships with potential buyers from EU and other neighboring countries
 - (iii) To cement relationships with current buyers from EU and other neighboring countries
 - (iv) To receive leads and business
 - (v) To study the market dynamics of EU and neighboring countries
 - (vi) To study the product development requirements of Health and natural product market to dovetail into the Manufacturing and Product development strategy of the industry
3. Country : **Frankfurt, Germany**
4. Date of Event : **27th to 29th Nov., 2018.**
5. EC Approval (in brief) :
6. (a) Assistance Approved : Rs. 22,50,000/-
(b) Release of 1st installment (in Rs.) : Rs. 11,25,000/-
7. Brief description of the event :

SHEFEXIL participated in HI Europe & NI 2018.

Over the past 20 years, the ingredients industry has evolved significantly with customers actively seeking functional foods to meet their nutritional challenges, from antioxidants to anti-allergens, and fat reduction to sports nutrition and healthy aging.

Health ingredients (Hi) Europe & Natural ingredients (Ni) has been a powerhouse in the industry for over 20 years, offering the best business opportunities in a growing market. Germany is the largest marketplace in Europe for functional food, health ingredients and healthy finished products. Frankfurt is centrally located in the heart of the country and serviced by world-class infrastructure, making it an ideal location for Hi Europe & Ni.

Hi Europe & Ni gathered 10,000+ visitors and 500+ participating suppliers over three days to network, source innovative ingredients from around the world and learn about the latest industry trends through our range of onsite features.

The main objectives in the fair were :

Source Innovations :

- Find specific ingredients or services you're looking for from 500+ exhibitors
- Navigate our dedicated pavilions and zones to access our huge international base of suppliers
- Take advantage of our digital product search function on the Hi Europe & Ni mobile app and access the Ingredients Network platform to quickly search for particular companies, products or ingredients

Nurture and grow our network

- Network with the relevant visitors from over 10,000 attendees
- Meet leading health, natural, nutritional and wellness suppliers and key decision makers from all over the world
- Connect with the entire product development chain
- meet with visitors of which 76% have purchasing power
- Use the Business Matchmaking service to connect with new suppliers and preschedule meetings before the event

Discover latest Industry trends

- Become an industry expert in three days with our wide range of presentations, guided tours and product showcases.
- Discover cutting-edge innovations at the Hi Conference, The Future of Nutrition Summit, Supplier Solution Sessions, and more
- Participate in focused guided Innovation Tours by NutriMarketing

8. Details of the Indian Participants

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

- 1. MR. ASHVIN NAYAK, M/s. KALPESH CORPORATION (IEC NO. 0896004996)**
- 2. MR. GURPREET SINGH BAKSHI, MRS. NEELAM SETHI, M/S. SUNITA HYDROCOLLOIDS PRIVATE LTD. (IEC NO. 1307006442)**
- 3. MR. G. MAHENDRA KUMAR, PROPRIETOR, M/s. SRI DHANALAKSHMI INDUSTRIES (IEC NO. 3503002626)**
- 4. MR. ANKIT AGGARWAL, PARTNER, M/s. JAIRAMDASS KHUSHIRAM (IEC NO. 0388041056)**
- 5. MR. SHAJAT MENON, M/s. S. A. HERBAL BIOACTIVES LLP (IEC NO. 0304037613)**
- 6. MR. GAURAV MITTAL, PARTNER, M/s. AROMATIC & ALLIED CHEMICALS (IEC NO. 0693005084)**

7. **MR. SS RATHI, PARTNER, M/s. INDIAN HYDROCOLLOIDS (IEC NO. 3711002803)**
8. **MR. ANIL GOEL, PARTNER, M/s. JKH EXPORTS (IEC NO. 0389062219)**
9. **MR. N K MAHESHWARI, M/s. SARAS PRODUCTS (IEC NO. 1302006185)**
10. **MR. PANKAJ SARDA, DIRECTOR, M/s. SARDA BIO POLYMERS PVT. LTD. (IEC NO. 0312072651)**

- (ii) Brief profile of each participant : All were Exporters of Guar Gum Powder, Medicinal herbs, Herbal extracts, spices, Senna leaves, Natural essential oils, Organic essential oils, mint oil, botanical powders, Leaves, Barks, roots, Carrageenan Powder, Psyllium Husk powder, Tamarind Kernel powder, etc.
- (iii) Participants' feedback in brief : There is very high market potential, but may be with some value addition or variation. E.g. In Guar gum, there is significant demand for Health ingredients, but not hydrocolloids. For Botanical herbs and herbal extracts, the demand is for pesticide free options. For psyllium husk, the demand is for value added products.

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 : 511
- (ii) Brief profile of visitors / buyers : Distributors, Buyers and manufacturers interested in Guar Gum and value added products, natural and organic essential oils and mint oils, botanical/herbal powder and herbal extracts, psyllium seed, psyllium husk, turmeric, ginger, etc..
- (iii) Visitors' feedback in brief : Evinced interest in the Indian products

10. Business generated :

- a. **No of enquiries : 4+ 3+5 +10+10+ 10 = 170**
- b. **No of MOU's negotiated / signed : N/a**
- c. **Orders booked / Leads generated : N/a**
- d. **Total business generated : Firm Orders \$: N/a**

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

Overall, good potential.

However, there is demand for high value, Value added products and organic products.

Also, there was enquiries about local warehouse for facilitating sales in Germany and all other EU countries.

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

- a. Indian products suitable for the Health Ingredients and Natural Ingredients market of Germany and entire EU – i.e. Guar Gum powder, Herbs, Herbal/botanical powders, Herbal extracts were showcased successfully. There is a need to move towards Organic and value added variants.
- b. New relationships with potential buyers – approx 287 new contacts established
- c. Old relationships with current buyers from Dubai and other neighboring countries were consolidated - 46 existing relationships renewed
- d. Business leads and firm business – 170 enquiries received.
- e. Market dynamics of Germany and EU countries studied, and potential of the market was assessed as being of high potential
- f. Need for product development to serve this growing market segment was felt by the Exporters
- g. There would be need for logistics and warehousing support for Indian products to be widely accepted

13. Specific inputs from the Council

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