

MPEDA at the Second China International Import Exposition, Shanghai

MPEDA participated in the 6-day China International Import Expo (CIIE), Shanghai as part of India's pavilion. The CIIE was held from November 5 to 10, 2019. The deputed officers for the expo were Mr. M. Shaji, Deputy Director, MPEDA Visakhapatnam and Dr. Ansar Ali A., Deputy Director, MPEDA, Head Office.

The Expo

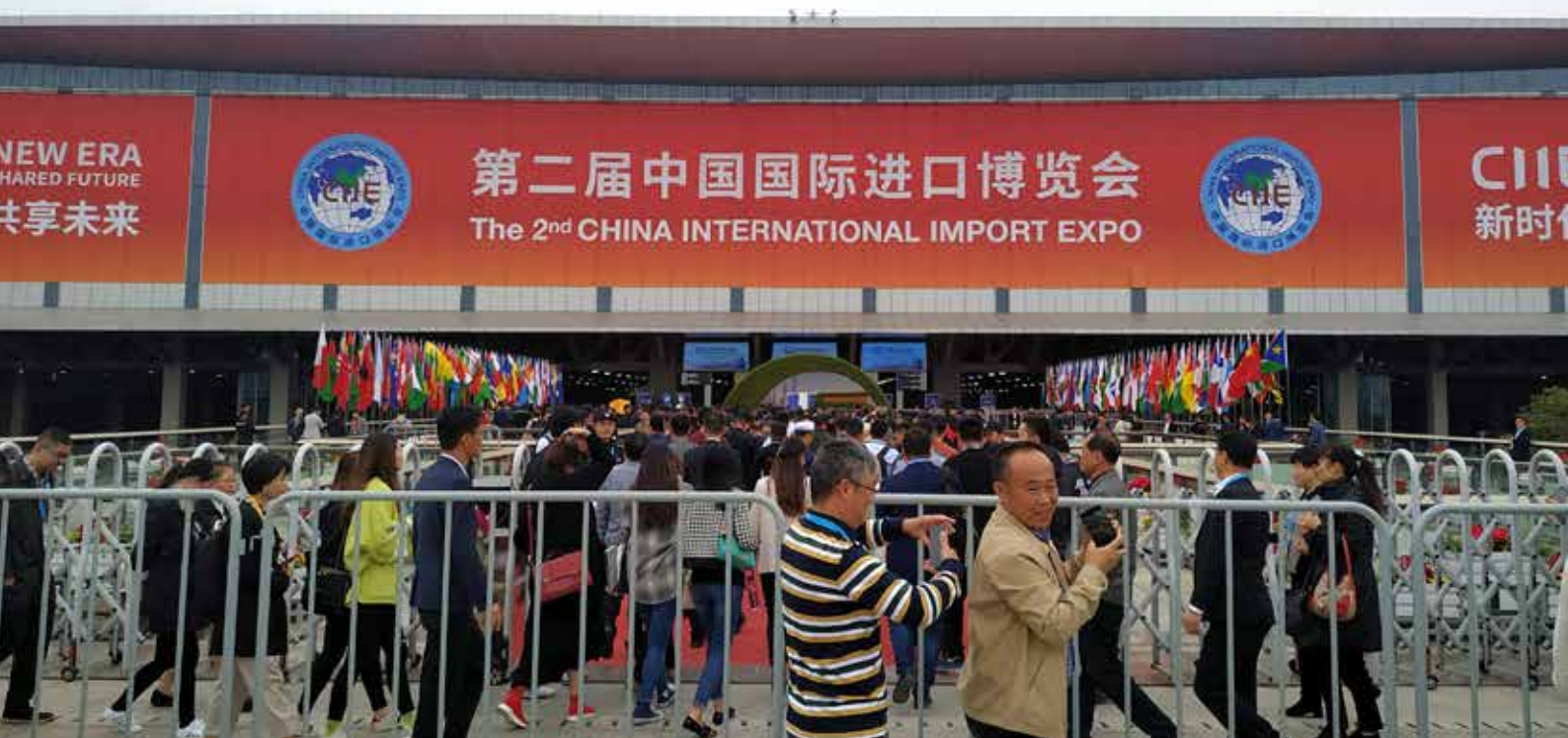
The second China International Import Expo (CIIE), one of the biggest expo of the world, was held in the global financial hub of Shanghai, China at the National Convention and Exhibition Center. The event was jointly hosted by the Ministry of Commerce and the Shanghai Municipal Government. The event is the first dedicated import exposition in the world. The total exhibition area is more than 2,40,000 sq. meters.

The event featured almost 3,800 business exhibiting companies from 180 countries and region. Around 67 guest countries participated in the country pavilion. The theme of the exposition was "New Era Shared Future", which means the principle of inclusive development and shared benefits, in order to realise common development. The seven focus sectors for the expo were Sci-tech life, Automobile, Equipment, Medical Equipment and health care products, Quality Life, Trade in services, Food and Agricultural products.

During inaugural function, Chinese President Mr. Xi Jinping said, "Let's work together to build an open world economy through cooperation, innovation for mutual benefits." He also said that China will continue to open up its market and will continue to improve the business environment, multilateral and bilateral cooperation.

National Exhibition and Convention Center (Shanghai) is a large exhibition centre with a total construction area of 1.47 million square meters, among which 1.27 million square meters are above ground. It consists of exhibition halls, plaza, office buildings, hotel, and accommodation.

The Second China International Import Expo (CIIE) had space for Sci-tech life, automobile, equipment, medical equipment and health care products, quality life, trade in services, food and agricultural products and country pavilions. China, India, Russia, Uzbekistan, Georgia, Azerbaijan, Belarus, Turkmenistan, Armenia, Hungary, Czech Republic, France, Greece, Italy, Portugal, Sweden, Spain, Monaco, Croatia, Finland, Latvia, Malta, Poland, Slovenia, Middle East countries, Nepal, Maldives, Bangladesh, Jamaica, Turkey,



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Sri Lanka, Zambia, Cameroon, Ivory Coast, Rwanda, South Africa, Tunisia, Zambia, Peru, Uruguay, Chile, Colombia, Ecuador, Dominican Republic, Brazil, Papua New Guinea, Argentina, Costa Rica, Cuba, El Salvador, Fiji, Vanuatu and South East Asian countries were represented in the country pavilions.

India Pavilion

India's country pavilion was beautifully designed along Indian culture and the 'Make in India' concept. India's participation in the country pavilion was organised by the Federation of Indian Export Organization (FIEO), set up by the Ministry of Commerce, Government of India at Hall No. 5.2 of second floor. The pavilion covered 136 square meters. The participants were from four sectors focusing on Food &



Indian Pavilion front View

Agro, Pharmaceuticals, IT & ITES and Tourism and Service. The India Pavilion was inaugurated by Mr. Vikram Misri, the Indian Ambassador to China.

Table space for MPEDA was provided

under the Food and Agro sector along with APEDA at right hand side of the pavilion. MPEDA's backdrop display featured the theme "Indian Seafood: Toast of the world". Even though the Second China International Import Expo (CIIE), Shanghai, was general expo, MPEDA received around 25 notable trade enquires for frozen, live and chilled and dried seafood products, mostly from Chinese customers.

Trade enquiries are mainly for shrimp, finfishes and tuna. There was lot of interest shown by the professional visitors on the AFD shrimp displayed in the booth.

The products displayed in the stall were mainly ready-to-eat items like freeze dried shrimp, freeze dried shrimp powder, canned tuna chunks in brine, canned tuna chunks in oil, Chitin, Chitosan and Marine Collagen Peptide.

APEDA and Spices Board have also displayed their products. Agricultural products like Basmati Rice and Organic Indian wine were displayed in the pavilion. During the exhibition, APEDA served Biryani, Black and Red Indian wine, which attracted many delegates to the Indian pavilion. The Indian delegation led by Commerce Secretary also visited the Food and Agro Sector of Indian Pavilion.



A view of MPEDA space

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Commerce secretary Mr. Anup Wadhawan visiting MPEDA booth at the Indian Pavilion

The deputed officers visited the nearby supermarkets to study the marketing of seafood in Chinese

supermarkets. The products were displayed and sold in live, chilled and frozen forms. The live seafood

is the most prominent one as most of the Chinese buyers are looking for live marine products.



Mr. Vikram Misri, Ambassador of India to China, visiting MPEDA booth in the India Pavillion during CHIE-2019