

# 39 Indian firms to take part in Saudi food show

RIYADH: RASHID HASSAN

The four-day Saudi Agro Food Exhibition 2013, being held from Sept. 15-18 at Riyadh International Convention Center in the capital, will feature a dedicated Indian pavilion comprising 39 companies. The pavilion will showcase export products from India's major companies, an official at the Embassy of India has said.

He said visitors to the exhibition can go to the India pavilion to savor biryani, the Indian cuisine, made of basmati rice and other processed foods from India.

They will also be benefited from the personal presence of selected and leading exporters of agro-products including rice, chutneys and pickles, ready-to-eat snacks, processed foods and other Indian delicacies.

He added that senior officials from India Trade Promotion Organization, Agricultural and Processed Food Products Export Development Authority, Ministry of Food Processing Industry, Ministry of Commerce and Industry, and the exhibitors would also be available to explain

the characteristics of Indian food in detail and hold extended discussions on matters related to the subject, including investment in Agro-food sector in India.

According to the embassy, Saudi Arabia is the fourth largest trading partner of India and their bilateral trade has crossed \$43 billion in 2012-2013.

India's huge agro resource base and host of natural advantages make it a chosen destination for sourcing a variety of agricultural products.

The embassy figures suggest that the total Indian agricultural exports were \$221 billion during 2012-2013, of which Saudi Arabia accounted for \$120 billion during this period.

Major Indian products being exported to Saudi Arabia like basmati rice, and buffalo, sheep and goat meat, as well as fresh and preserved fruits and vegetables, confectionery and other processed foods will be showcased at the pavilion.

The 20th edition of this bi-annual event will be the Kingdom's leading food industry event providing an opportunity to introduce new products, equipment, and technologies.

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