

Event Abroad Outcome Report (2019-2020)

1. Organisation Name	SHEFEXCIL
2. Name of Event	VICTAM International 2019, Cologne Germany
3. Purpose Of Event	(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
4. Country	Germany
5. Date Of Event	12/06/2019
6. EC Approval (in brief)	22.50
7. Assistance Approved	2250000
8. Release of First Instalment(in Rs.)	1125000.00
9. 2nd Instalment. If any(in Rs.)	0.00
10. Remaining Amount Pending for release(in Rs.)	576712.00
11. 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 12th To 14th , 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
12. Details of Indian Participants	

(i). Number of Participants	10
(ii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	1573733330 Brief Profile of visitors.xlsx
(iii). Participation feedback (in brief)	
(a).Positive Response	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.
(b).Suggestion / Improvements indicated	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.

13. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers	145
(ii). Brief Profile of visitors / buyer	1573733330 Brief Profile of visitors.xlsx
(iii).Visitors feedback(in brief)	Evinced Interest In The Indian Products.

14. Business Generated

(i). Number of enquiries	16
(ii). Number of MoUs negotiated / signed (if any)	N/A
(iii).Orders Booked (Rs. Lakh)	12
(IV).Total Business Generated (Rs. Lakh)	1800000

15. Brief Note on Export potentials 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
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16. Outcomes 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

17. Photo attached as evidence (colour photos to be enclosed)

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