

High Commission of India Kuala Lumpur

Virtual Buyer Seller Meet for Promotion of Indian Mangoes on 12th May 2023.

A Virtual Buyer Seller Meet on Promotion of Indian Mangoes was organized by High Commission of India in partnership with APEDA (Agricultural and Processed Food Export Development Authority) on 12th May 2023.

High Commissioner, H.E. Mr. B.N. Reddy and Secretary, APEDA, Dr. Sudhanshu Pandey, inaugurated the Virtual Meet and released the e-Catalogue. APEDA screened a presentation and a short film on Indian Mangoes, their varieties and area of production in India with their processing and packaging in approved facilities.

Secretary, APEDA, Dr. Sudhanshu Pandey, addressed the Meet and outlined the action taken by the APEDA to re-open the Malaysian Market for Indian Mangoes. He mentioned that following irradiation facilities have been approved by the Department of Agriculture, Government of Malaysia for the export of Mangoes from India to Malaysia:-

- 1) Maharashtra State Agricultural Marketing Board (MSAMB) Irradiation Treatment Center, Vashi, Navi Mumbai, Maharashtra – 400705.
- 2) Krushak Gamma Irradiation Facility, Nashik, Maharashtra – 422 306
- 3) Innova Agri Bio Park Ltd. Malur, Kolar, Karnataka – 563160

High Commissioner, H.E. Mr. B.N. Reddy, highlighted the US\$ 80 million worth mangoes market of Malaysia that needs to be explored by Indian Mangoes exporters. High Commissioner has invited APEDA for their special Mango Promotion activity in Malaysia and also encouraged all exporters, importers, traders to benefit from these opportunities and occupy a greater share of Malaysian mango market.

Mr. Patmanathen Subbramani, Member of Malaysian Associated Indian Chambers of Commerce and Industry (MAICCI), spoke about the mangoes market of Malaysia and suggested that different varieties of Indian Mangoes should be specifically introduced in Malaysia market to spread more awareness among local. Mr. Chandra L Ramprakash, Horticulturist & Member of Kuala Lumpur and Selangor Indian Chamber of Commerce and Industry has also spoke about and also suggested to introduce the Indian mangoes in processed form.

Mr. Ekram Hussain, Vice President, Vegetable and Fruits Association in India also highlighted the different varieties of Mangoes and zones of their production in India and welcomes the Malaysian importer for boosting of trade. Mr. Kaushal Khakkar, CEO, Kay Bee Exports and speaker for Industry also address the meet and encourage the importers to augment the trade.

Over more than 100 Indian producers/exporter and Malaysian importers/traders have participated in this event. Leading super market chains and grocery stores in Malaysia such as Lulu, Mydin, Econsave Cash & Carry, Aeon, Value Bazaar, Modern Stores, Hauz of Spice, Lotus Agro etc. took part. They have shown great enthusiasm on opening of Malaysian market for Indian Mangoes.

High Commissioner welcomed the numerous suggestions that came out during the Meet including promoting Indian Mangoes and taking up a wide variety of outreach activities in association with APEDA. HC welcomed APEDA and Indian exporters to organise physical Expos and Roadshows in Malaysia.

15th May 2023
Kuala Lumpur