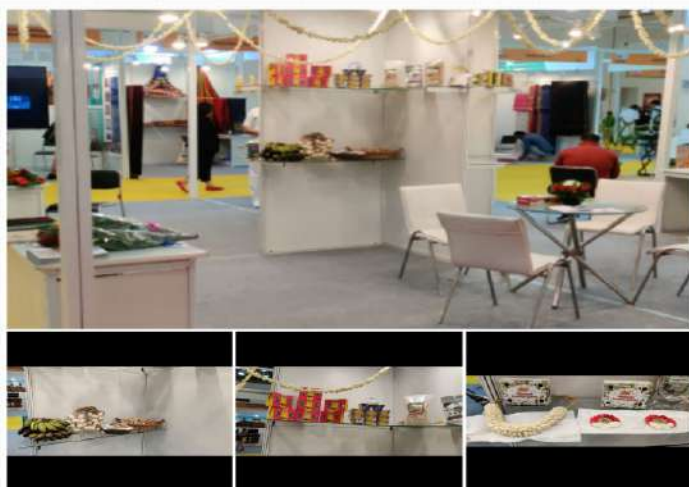


APEDA – RO, CHENNAI - INITIATIVES

GI Products VIZ., Madurai Malli, Sirivlliputhur Palkova, Palani Panchamirtham, Kodaikanal Malai Poondu, Kovilpatti Kadalaimittai, Sirumalai hill banana were procured from farmers/manufacturers and exporters and displayed at the GI fair held at Noida during 26th – 28th August 2022.



1 MT of Madurai malli alongwith other flowers procured from Nilakottai was exported to Muscat, Oman by M/s. JM Exim, Nilakottai, TN on 20.09.2022



MAJOR ACTIVITIES IN THE PAST- RO CHENNAI

EXPORTERS CONCLAVE (VIRTUAL),
JAN 2022



BSM FOR MANGO 2022

[illegible]

FOOD PRO AUG 2022



NATIONAL LEVEL WORKSHOP ON 'EXPORT OF GI AND TRADITIONAL BANANAS, TRICHY DEC 2022



**IYOM-MILLET TEA LAUNCH-
FEB 13, 2023**



MAJOR ACTIVITIES IN THE PAST- RO CHENNAI

Aahar 2023 at Chennai



Flag off of Coco Nectar – April 2023



Sensitization on Good Agricultural Practices at Bhavani Sagar – Feb 2024



Biodynamic and Organic Farming Training at Chengalpattu - May 2024



Sensitization program on GLOBAL.G.A.P at Theni- September, 2024



APEDA - RO – Chennai – Initiatives - May 2024

**FLAG-OFF OF FRIST COMMERCIAL EXPORT CONSIGNMENT OF ASSORTED KULFIS FROM
CHENNAI, TAMIL NADU TO MALAYSIA, ON 31-05-2024**



APEDA, Regional Office, Chennai organized Flag-off “ of first commercial consignment of Assorted Kulfis to Malaysia from Chennai. One container of 53000 numbers of assorted kulfis was exported by M/s. Kohineer Dairy to Kuala Lumpur from Chennai Seaport. This first commercial shipment is based on the response received for the trail shipment made by air 6 months back.

APEDA - RO Chennai – Initiatives - November 2024

Demonstration of New Trace Net System for Organic Stakeholders at Chennai on 26-11-2024 .



APEDA , Regional Office , Chennai organized a Meeting on 'demonstration of New Trace Net System for organic stakeholders' at Hotel Harrisson , Chennai on 26th Nov. 2024. Around 68 stakeholders (i.e. farmers, representatives of GG's & CB's) from Chennai joined physically and organic stakeholders from Telangana, Andhra Pradesh, Tamil Nadu were participated virtually.

APEDA - RO – Chennai - Initiatives- December 2024

**FLAG-OFF OF EXPORT CONSIGNMENT OF FROZEN BAKERY PRODUCTS FROM CHENNAI,
TAMIL NADU TO SINGAPORE ON 04-12-2024**



APEDA , Regional Office , Chennai organized Flag-off “ of first commercial consignment of frozen bakery products from Chennai , Tamil Nadu to Singapore on 4th December , 2024 by M/s. Cake Point Pvt Ltd, Chennai who is PMFME beneficiary and newly registered member of APEDA. A 20” ft reefer container for 8 Mts. Of frozen bakery products i.e. breads (20 variants), Buns (50 variants), Puff (10 variants) Dry Cake (15 variants), Cookies (20 variants), Pastries (15 variants), Bento cake (10 variants), birthday Cake (15 variants) etc. under frozen condition was exported from Kattupalli Sea Port Chennai to Singapore.

APEDA - RO – Chennai – Initiatives – March 2025

Workshop-cum training program on Mango, Krishnagiri on 27.03.2025



APEDA, RO, Chennai, organized a Workshop-cum-Training Programme on Mango for export promotion of mangoes for the Mango Season 2025 at Krishnagiri on 27th March 2025. The objective of the programme was to focus on Phytosanitary aspects, Implementation of Good Agricultural Practices (GAP), Inspection and treatment protocols for the export of mangoes and Available infrastructure facilities (VHT, Recognized Pack Houses, HWT, etc. Around 250 participants, including farmers, FPOs, exporters, and department officials, attended the programme.

APEDA - RO - Chennai - Initiatives- April 2025

Certification of Approval of Vapour Heat Treatment Facility of M/s. Pochampalli Primary Processing Center - Pochampalli, Krishnagiri District, Tamil Nadu



APEDA, Regional Office, Chennai has provided necessary guidance/procedure for VHT recognition by NPPO & APEDA's pack house recognition to M/s. Pochampalli Primary Processing Center, the facility owned by Tamil Nadu Agricultural Marketing & Agri Business, Govt. of Tamil Nadu, and leased to M/s. Sunbright Industries Pvt Ltd., for operating/ processing the facility. The facility was approved for Vapour Heat Treatment for mangoes



APEDA - RO - Chennai - Initiatives - June 2025

CAPACITY BUILDING PROGRAM
EXPORT OPPORTUNITIES FOR FPOS, AGRI START UPS, EXPORTERS & OTHER AGRI
STAKEHOLDERS, VELLORE DISTRICT ON 04.06.2025



RO Chennai organized a capacity-building program for farmers, FPOs, agri-startups, and other stakeholders in Vellore District on 04.06.2025. The program was conducted in the District Collectorate with Chief Guest as Hon'ble LS MP Shri Kathir Anand. The program was attended by the District Collector, District MLA, Agri Marketing, Horti & Agri Deptt., TNAPEX, NABARD, DIC. Around 64 farmers from the District attended the program. The farmers of the District grow majorly "spiny brinjal" which has recently obtained GI tag. Other crops are non-basmati rice including traditional rice, millet, groundnut, honey, elaikki banana, mango varieties - senthura & bengulura, guava, amla and turmeric variety. All these products were displayed during the program



APEDA - RO – Chennai - Initiatives- June 2025

Capacity Building Training Programme on export of agri & agri products and implementation of Good agricultural Practices (GAP) – Certification through FSMS certification bodies at AEC&RI, TNAU, Kumulur on 19.06.2025 & Orientation on new Trace-net system for NPOP operators at AEC&RI, TNAU, Kumulur on 20th June 2025

APEDA organized a capacity building program on Good Agricultural Practices (GAP) for farmers in Trichy and nearby districts on 19.06.2025. The program, held at ARC&RI, TNAU, Kumulur, was presided over by Hon'ble LS MP Shri K.N. Arun Nehru. Around 214 farmers, along with industry representatives from banana, rice, millet, and onion export sectors, attended the program



APEDA organized a sensitization program on revised NPOP 2024 and TraceNet 2.0 for certified operators on June 20, 2025 in hybrid mode, at AEC&RI, TNAU, Kumulur, Trichy. The program aimed to enhance understanding and compliance with revised regulations and systems among certified operators and stakeholders. 144 certified operators and CBs participated physically, 150 TNAU students attended to learn about NPOP and NSOP. Also 298 participants joined virtually.

APEDA - RO - Chennai - Initiatives- August 2025

INTERACTION MEETING WITH MANGO PULP PROCESSORS AND EXPORTERS AT KRISHNAGIRI ON 18.08.2025

An interaction meeting with mango pulp processors and exporters was organized in Krishnagiri, Tamil Nadu on 18.08.2025. The meeting was organized by RO Chennai. The attendees were JD (Planning) Horticultural & Plantation Crops, JD (Agriculture), DD (Horticulture), JD (Agri Business), along with the Secretary of the Dharmapuri-Krishnagiri Pulp Association, exporters, pulp processors, farmers, the President of Krishnagiri Mango FPC, State Government officers and representative from CRISIL.





APEDA - RO – Chennai - Initiatives- September 2025

SENSITISATION PROGRAMME FOR STATE GOVT OFFICIALS AT PUDUCHERRY ON 11.09.2025

APEDA, RO, Chennai, organized a follow-up meeting on 11th September 2025 under the Chairmanship of Shri Choudhary Mohammed Yasin, I.A.S., Secretary to Government (Agriculture), in Puducherry. Around 20 officials joined including representatives from NABARD, the DD (Agri), JD (Horti), Puducherry Seed Certification Agency and other officials from Agri and Horti Deptts. This initiative aimed to create awareness among officials and to develop strategies for enhancing export potential of Puducherry's agricultural produce. During the meeting, APEDA, RO Chennai, made a detailed presentation on its mandate and export promotional activities, thereby sensitizing the officials towards formulation of a roadmap for exports from the Union Territory. The Secretary thanked APEDA for organising the meeting and highlighted the need for organizing a sensitisation programme for Puducherry FPOs, exporters farmers within this month under his Chairmanship. The Secretary also placed on record about successful business leads obtained during BioFach 2025. The Secretary directed officials for registration in Farmer Connect & Hortinet Portal in order to connect in export value chain. He also insisted on NPOP certification of existing farmers under PGS and to increase number of farmers under NPOP. Activation and effective utilization of existing Government infrastructure facilities for exports, filing of GI application for Muthumalli (Puducherry Jasmine) flower, BSM in February 2026 to provide direct interface between farmers, FPOs, exporters and buyers were also discussed.





APEDA - RO – Chennai - Initiatives- September 2025

NATIONAL LEVEL POTATO BUYER SELLER MEET – U.P. STATE HORTICULTURE COOPERATIVE MARKETING FEDERATION AT HOTEL HARRISON, CHENNAI ON 18.09.2025

RO, Chennai participated Potato Buyer Seller Meet (BSM) organised by UP State Horticultural Co-operative Marketing Federation (HOFED), in association with APEDA and Department of Horticulture, Department of Agriculture (Agri Business), Govt. of Tamil Nadu, at Chennai on 18th September, 2025 for promotion of Uttar Pradesh potato commercial varieties i.e. Kufri Bahar, Kufri Badshah, Kufri Anand, Kufri Chipsona 1 & 3, Kufri Sinduri, Kufri Pukhraj, Kufri Satluj & Kufri Surya in domestic markets & identify export potential from Tamil Nadu State. Around 46 participants attended the programme including potato farmers from UP, Tamil Nadu exporters, traders from Koyampedu Market, Erode etc. The programme was chaired by Managing Director, HOFED and other participants were Regional Head, APEDA, Chennai, Additional Director, Department of Horticulture, Dy. Director of Agriculture (Agri – Business), Govt. of Tamil Nadu. During the BSM 9 agreements were signed between the traders/exporters for procurement of potato approximate quantity of 2700 MT's.



APEDA - RO – Chennai - Initiatives- September 2025

ONE-DAY NATIONAL CONFERENCE ON “FUTURE OF FOOD PACKAGING” – CHENNAI TRADE CENTRE (19.09.2025)

RO Chennai participated in the **One-Day National Conference on “Future of Food Packaging – Smart, Safe and Sustainable”** organised by the Indian Institute of Packaging (IIP) on 19th September 2025 at Chennai. The program was inaugurated by Shri R K Mishra IRS Director, IIP. Other participants were Shri N S Sundaram, Regional Chairman-IIP Delhi, Shri R Kumar, Regional Chairman IIP Chennai, Shri B Swaminathan, President & CEO Smart Expos and Fairs India Pvt Ltd., Director IIP, during the inaugural speech briefed the participants about IIP's contribution in packaging sector, thanked Chairman APEDA for supporting the program and also placed on record IIP's association with APEDA in developing packaging for food sector. RO, Chennai made a presentation on the topic “Role of Packaging in Processed Food” complying to the regulatory requirements of importing countries. Other speakers during the technical sessions were Prof Rajeshwar S Matche from CSIR CFTRI Mysore, Shri G Jayapalan DD(Tech) ELA- Chennai, Dr. S Anandakumar NIFTEM-Thanjavur, TANUVAS and representative from packaging industry.





APEDA - RO – Chennai - Initiatives- September 2025

AGRI BUSINESS EXPO 2025 - CHENNAI TRADE CENTRE - 27.09.2025 & 28.09.2025

APEDA RO Chennai participated in the Agri Business Expo 2025, organized by the Tamil Nadu State Agricultural Marketing Board (TNSAMB) from 27th - 28th September 2025 at the Chennai Trade Centre, Nandambakkam, Chennai. The Department of Agriculture and Farmers' Welfare hosted the fair, which highlighted innovations and opportunities in the farming sector. The event was inaugurated by the Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin, in the presence of senior officials and key stakeholders from the agriculture industry. Regional Office (RO) Chennai was allocated five stalls of 10x10 sq. m. each free of cost. RO Chennai occupied one stall, and the remaining four stalls were allocated to Tamil Nadu Cashew Processors and Exporters Association (cashew), Paiyur Group of Companies, Krishnagiri (mango pulp) and two exporters viz., Arasan Web Universal Pvt. Ltd. and Yuvaraj Agro Impex. More than 150 stalls were set up at the fair by FPOs, women entrepreneurs etc., showcasing agri and processed food products, including GI products. During the two days exhibition, 100+ participants visited APEDA stall seeking information about APEDA's activities, export opportunities & export procedures, procedure to obtain RCMC, certifications required for exports of both fresh & processed food etc. The two day program provided a platform for meaningful interactions and increased awareness about APEDA.





World Food India 2023 (3rd to 5th November, 2023)

**Around 700
importers from
more than 80
countries across the
world have
participated**



**APEDA has also signed MoU
with Saudi Food & Drug
Authority (SFDA) and Lu Lu
Hypermarket LLC for export
promotion of APEDA
scheduled products**



AAHAR 2024, NEW DELHI





SUMMER FANCY FOOD SHOW 2024





Mango Promotion Event at New Delhi

APEDA jointly with German Embassy and Indo German Agriculture Marketing Development Project organized Mango Promotion Event at the Germany Embassy to promote Indian mangoes and its value added products.





Mango Promotion Event 2025



Piyush Goyal @PiyushGoyal · Jul 3

India's finest mangoes conquer UAE markets 🇮🇳🇦🇪

'Indian **Mango** Mania 2025' is bringing the flavours of our premium local fruit sourced from orchards across Uttar Pradesh, Bihar, West Bengal, and Madhya Pradesh to customers across the Emirates.

Our farmers and exporters are

[Show more](#)

