



## **High Commission of India, Kuala Lumpur** **Press Release**

### **Virtual Buyer Seller Meet on Promotion of Indian Mangoes**

The High Commission of India in Kuala Lumpur in partnership with the APEDA (Agricultural and Processed Food Products Export Development Authority) organized a Virtual Buyer Seller Meet for Promotion of Indian Mangoes on 18<sup>th</sup> April 2024.

High Commissioner Mr. B.N. Reddy has highlighted the US\$ 20 billion bilateral trade between India and Malaysia out of which US\$1.8 billion is contributed by India's export of food and agricultural products to Malaysia. Indian mangoes is one of such products, which enjoys popularity both within and outside India with their wide varieties and different flavours satisfying diverse. High Commissioner welcomed greater exchanges between the traders of the two sides and hoped to see more varieties of Indian mangoes in Malaysian market.

Chairman of APEDA, Mr. Abhishek Dev, spoke about the vast export potential of Indian mangoes and the 27,000 tonnes of Indian mangoes exported to United Arab Emirate, United Kingdom, USA and other countries. Malaysia has a big market of mangoes and Indian mangoes are known for its quality and taste, which gives an immense opportunity to explore the market by both buyer and seller.

Dato' Ramesh Kodamal, Council Member for International Business Affairs, Malaysian Associated Indian Chambers of Commerce and Industry (MAICCI) welcomed more Indian mangoes in Malaysia and MAICCI's keenness to facilitate this trade. Mr. Chandra L Ramprakash, Horticulturist & Member of Kuala Lumpur and Selangor Indian Chamber of Commerce and Industry (KLSICCI) suggested to introduce the Indian mangoes in processed form and organize more promotional events for mangoes promotion. Mr. Norman Rajen Abdullah, General Manager, Mydin-Hypermarket has also shared their important insights on this subject and also shared the expectation of market leaders.

Mr. Ekram Hussain, Vice President, Vegetable and Fruits Association in India also highlighted the varieties of Indian mangoes and zones of their production in India and welcomed the Malaysian importers for greater exchanges. Besides, a long number of Indian exporters have joined the meet and introduced themselves and offered to be available for the export of Indian mangoes.

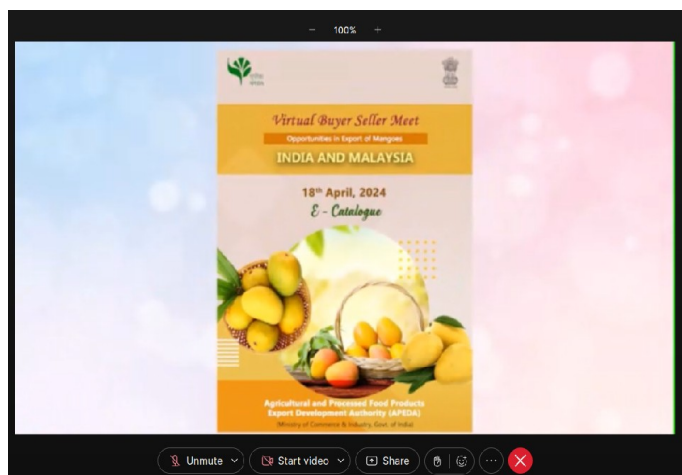
Over more than 80 Indian producers/exporter and Malaysian importers/traders have participated in this event. Leading super market chains and grocery stores in Malaysia such as Lulu, Mydin, Econsave Cash & Carry, Aeon, Value Bazaar, Modern Stores, Hauz of Spice, Lotus Agro etc. took part. They have shown great enthusiasm on opening of Malaysian market for Indian Mangoes.

At the end of the VBSM, a question and answer session has been organised, which has been taken as a great opportunities by both parties i.e. importers and exporters to settle their queries and put forth the challenges faced by them either in importing or exporting as well as sharing their contacts. Some of them have also shared their success stories of importation of Indian Mangoes to Malaysia and shared how certain procedural hurdles could be overcome.

**19<sup>th</sup> April 2024**  
**Kuala Lumpur**



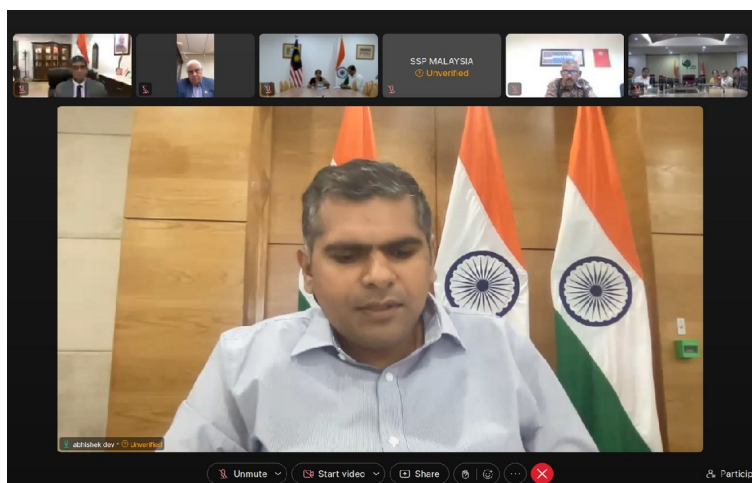
*Opening of VBSM on Indian Mango Trade*



*Launch of e-Catalogue on Indian Mango*



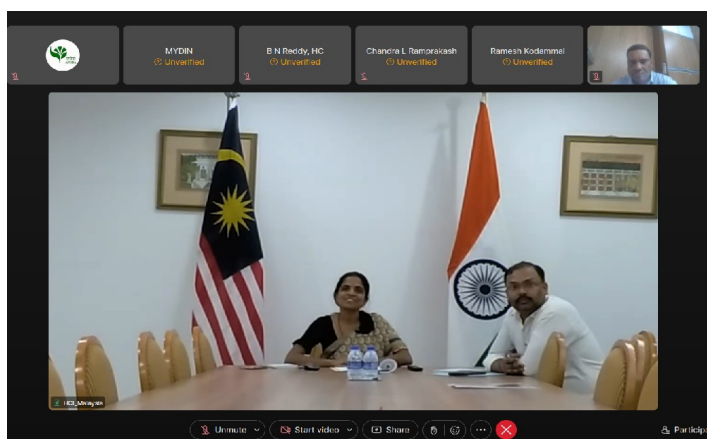
*H.E. Mr. B.N. Reddy addressing the VBSM*



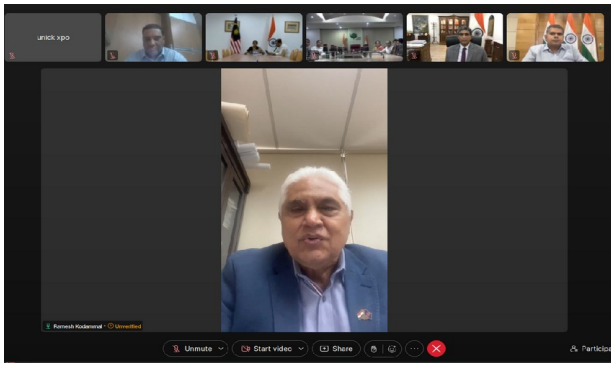
*Chairman APEDA Mr. Abhishek Dev addressing the meet*



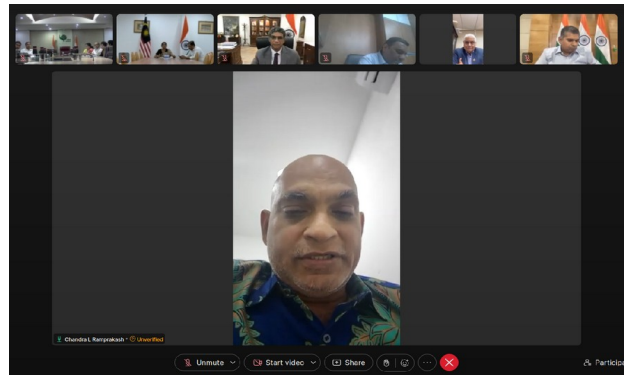
*APEDA Team New Delhi*



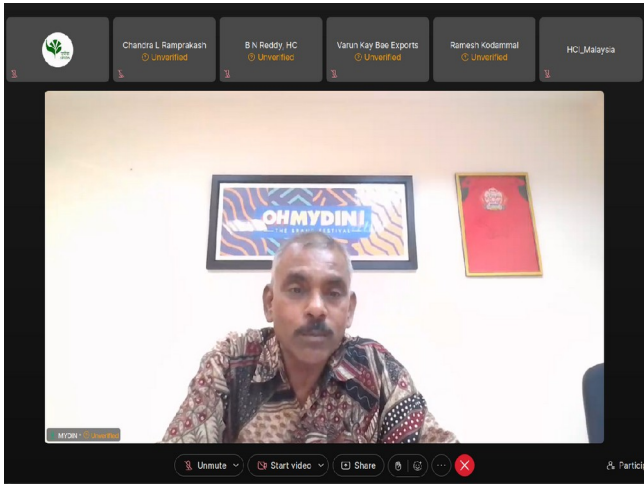
*High Commission of India, Kuala Lumpur*



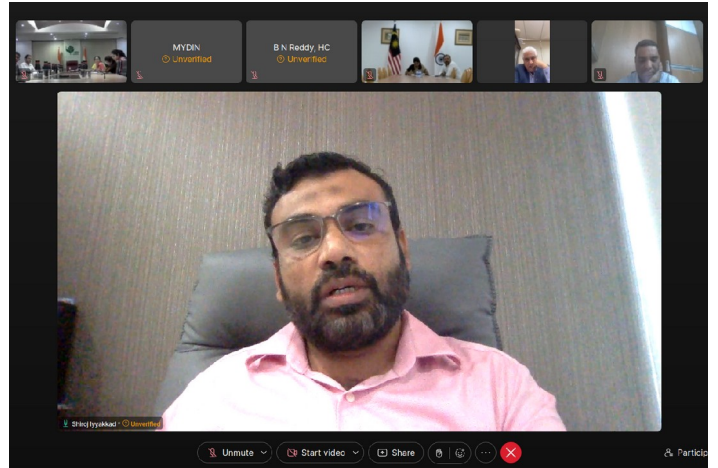
***Dato' Ramesh Kodamal from MAICCI expressing his views***



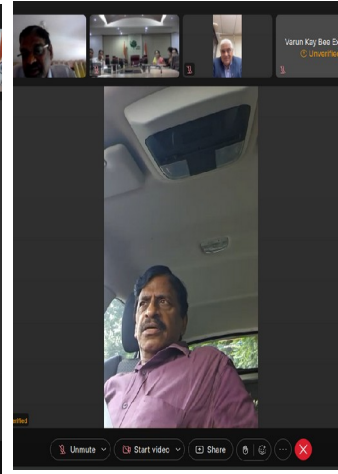
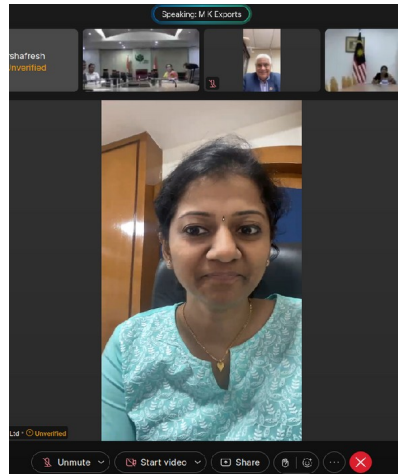
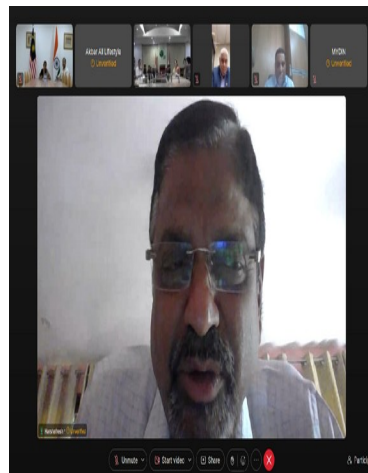
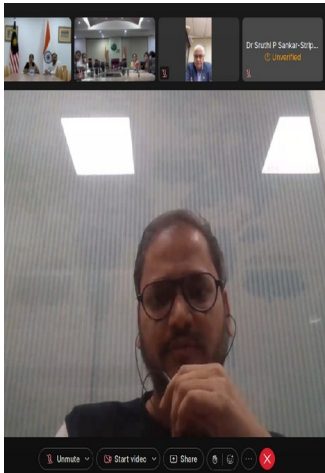
***Mr. C.L. Ramprakash from KLSICCI expressing his views***



***Mr. N. Rajen Abdullah from Mydin sharing his insight***



***Mr. Shiroj from Lulu sharing his views***



***Question and Answer Session, participated by both parties raising queries, getting answers and sharing success stories***