

A brief report on Tea Board India's participation at "Gulf Food 2018" in Dubai, UAE during February 18-22

Tea Market Scenario in UAE

UAE continues to play a key role in the international tea trade due to its unique geographic location and facilities of excellent logistic and storage services, particularly through the Dubai Tea Trading Centre (DTTC) in Jebel Ali Free Zone under Dubai Multi-Commodities Centre (DMCC). DTTC, being one of the most important international tea re-export hubs, offers world-class facilities for storage, blending, tasting, and packaging for the Tea traders and merchants. Its market size is around 86 m. kg. The UAE's tea re-exports account for approximately 70% of the global tea re-exports. Around 86% of the geographic distribution of UAE's re-exports was directed at three countries: Iraq (42%), Iran (21%) and Russia (23%).

While the UAE domestic market for tea is not very large due to its small population, the market as a hub for tea re-exports is huge. Import duty for tea is 'nil'. This market is largely dominated by tea bags & packed teas and orthodox teas (leaf/brokens) have a steady market here. CTC grades viz. BOP, BP, PD are mainly used in tea bags. While in packet tea, pure Assam CTCs are available, the tea bag market comprises blends of Indian and Kenyan teas or pure Sri Lankan teas in a large measure.

India exported 18.84 m.kg of tea to UAE during 2016-17 as compared to 16.15 m.kg during 2015-16 (16.66% increase) with an average unit price realization of USD 3.09/kg. Further, this trend continued during 2017 too with India exporting 18.93 m.kg of tea to UAE as compared to 16.96 m.kg during 2016 (11.62% increase) with an average unit price realization of USD 3.10/kg. It is the 3rd largest export destination for Indian tea after Russia and Iran.

Gulf Food 2018: Highlights

A well-organized and reputed trade exhibition readily gives an instant platform for effective means of promotion and a two-way communication between the buyers & the sellers. With the Gulf Food in Dubai, UAE having established a major confluence for the important buyers from all over the Middle-East and Europe, participation in the same for 2018 proved to be strategic and significant in effecting seller-buyer interactions fruitfully.

With the approval of GOI, Tea Board of India had participated in this renowned fair to sustain visibility and promotion of Indian tea substantively with seventeen (17) exporters. These exporters represented all the sectors of the Industry encompassing "Merchant Exporter", "Producer Exporter", "Value-added exporter", "Entrepreneur", "First-time participant" after being selected in accordance with the extant scheme guidelines. Tea Board India was represented by the Dy. Chairman - Shri Shymal Misra and Dy. Director, Tea Promotion of Tea Board - Shri Joydip Biswas.

Tea Board India built up its stand on a composite space of 120 sq.m (the largest so far), which was constructed based on customized design along with the appropriate furniture & accessories and proper illumination being put in place. Seventeen (17) exporters participated in the exhibition through the Board displaying all ranges (from bulk to packaged) and all origins of Indian tea including speciality teas, flavoured teas and organic teas. The list of exhibitors has been placed at Annexure - 1.

Tea Board India's composite stall consisting of 17 booth stood at the location coordinates of Z-5 at the Zaa'beel Hall no. 5 wore resplendent look with attractive publicity posters from the stables of Tea Board India and the participating companies adorning its walls. The Tea Board's publicity posters depicted diverse aspects of single-origin varieties like Darjeeling, Assam, Nilgiri, Kangra, Dooars-Terai, Sikkimese in an attractive pictorial presentation with eye-catching tag lines and scroll-ups. A spectrum of posters as well as company scroll-ups showing divergent facets of Indian tea - its sprawling & verdant tea estates, logos and buoyant product ranges & grades were on display throughout the stand.

Samples of quality origin teas like Darjeeling, Assam, Nilgiri, Sikkim and Kangra were exhibited with focused zeal across the counters along with continuous sampling. This attracted sizeable number of visitors during all the five days, who made beeline for having a taste of the exquisite varieties.

The salient characteristics of this show were generation of a good number of business leads and exploration of business opportunities by the 17 exporters as a consequence of intense deliberations in distinct groups.

Dy. Chairman, Tea Board addressed the Indian exporters during February 18-19, 2018 at the TBOI stand and interacted with them on one-on-one basis. He also visited each participating exporters' booth as well as around 10 other Indian exporters' booth not participating under Tea Board.

In the afternoon of 18th February, 2018, Dy. Chairman, Tea Board visited the Dubai Tea Trading Centre (DTTC), a part of Dubai Multi Commodity Centre (DMCC) situated at Jebel Ali Free Zone and interacted with Madam Sunita Murthy, Sr. Manager regarding the unique and common facilities being provided by the Centre to the branded tea exporters in terms of warehousing, blending based on provided recipe, packaging, labeling and shipment. It was learnt that the Centre is HACCP-certified and it is in the process of getting ISO certification. The unit has two clearly segregated centres viz. "Blended Tea Unit" and "Speciality Tea Unit". A note on the DTTC is placed at Annexure - 2.

Further, Dy. Chairman, Tea Board interacted with the "Khaleej Times" during 18/02/18 and gave an overall depiction of India Tea scenario. A short specimen copy in this regard is placed at Annexure - 3.

In the morning of 19th February, 2018, Dy. Chairman, Tea Board had a meeting with the Lulu Group Chairman and Marketing Director about the possibilities of having steady supply of Indian teas (bulk as well as packaged) and dedicated shelf space for Indian tea brands, which had been affirmed by them. Consequently, DDTP (JB) introduced Mr. Narayanan Raman - Director (FMCG), Lulu Group to each and every exporter with a view to exploring possibility of bulk as well as packed supply of Indian teas to the Group for display on shelves as well as for sale under private labeling.

Some selected photograph pertaining to our participation in the trade fair are appended.

Observations & Feedbacks

- Number of trade inquires received was very encouraging for almost all the exporters across all the product ranges
- Trade inquiries were received from buyers of Iran, Iraq, Pakistan, Afghanistan, Syria and the GCC countries including the local Dubai market
- India Tea has a great demand in the Dubai Market and people are willing to pay for good quality India Tea, especially black tea (CTC teas having grades of BOP, BOPSM)
- Consolidated participation in this very important trade fair on a larger scale and space is highly recommended in future



H.E. Shri Navdeep Suri, Ambassador of India to the UAE (centre), with Shri Shyamal Misra, Deputy Chairman, Tea Board (second from right), at the India Tea pavilion, Gulf Food, Dubai, 18/02/2018

The India Tea pavilion at Gulf Food, Dubai



Shri Shyamal Misra, Deputy Chairman, Tea Board (left), Interacting with an Egyptian buyer (right) at the India Tea pavilion, Gulf Food, Dubai, 18/02/2018



Shri Shyamal Misra, Jt. Secretary, MoC&I and Deputy Chairman, Tea Board India (right) at the India Tea pavilion, Gulf Food, Dubai, 19/02/2018



LIST OF SELECTED EXPORTERS FOR GULF FOOD 2018 TO BE HELD IN DUBAI DURING FEBRUARY 18 - 22

Sl No	Name of the Company	Selection category
1.	SAKET IMPEX	Merchant Exporter
2.	NEW TEA EXPORTS PVT. LTD.	Merchant Exporter
3.	MIRACLE TEA & SPICES CO.	Merchant Exporter
4.	INDERCHAND SITARAM	Merchant Exporter
5.	VIKRMA IMPEX PVT. LTD.	Merchant Exporter
6.	JFK INTERNATIONAL	Merchant Exporter
7.	GOLDEN TIPS TEA CO. PVT LTD	Merchant Exporter
8.	VARIETY FOOD PRODUCTS DISTRIBUTION CO PVT LTD	Producer Exporter
9.	KUSUM INTERNATIONAL	Producer and Value-added Organic exporter
10.	RAW JUTE TRADING & INDUSTRY LTD (RUNGAMATTEE GROUP)	Producer Exporter
11.	BHAURAM JODHRAJ (AMCHONG TEA ESTATE)	Producer Exporter (New)
12.	AMAN TEA DISTRIBUTORS PVT LTD	Entrepreneur
13.	NEEL BEVERAGES PVT. LTD.	Entrepreneur
14.	PREMIER'S TEA LTD.	Value-added Organic exporter
15.	ESPEE INTERNATIONAL	New Exporter and first entrant
16.	GEEBEE'S BEVERAGES	New Exporter and first entrant
17.	AMAN INTERNATIONAL	New Exporter and first entrant

Dubai Tea Trading Centre, a part of Dubai Multi Commodity Centre situated at Jebel Ali Free Zone

DMCC established in 2002 through a Royal Decree serves as a strategic initiative of the government of Dubai with a mandate to provide the physical, market and financial infrastructure required to establish Dubai as a hub for global commodities trade (Diamonds, Gold, Tea, Pearl, Agro, Base metals etc). DMCC is officially recognized as the largest Free Zone in the United Arab Emirates with over 12,000 registered companies under license. It combines the best of the public and private sector. As a result, they are one of the largest and fastest growing Free Zones in Dubai.

DMCC launched its Tea Centre in 2005 to strengthen the tea trade in Dubai through the introduction of world-class facilities and international best practices. The DMCC Tea Centre is a dedicated facility combining warehousing, blending and packaging, providing the most complete and convenient solution for traders looking to maintain a stock capable of meeting the requirements of importers in the Middle East and adjacent regions. It process teas from 13 different tea producing countries and in keeping with our mandate facilitate the trade of tea to buyers internationally. The UAE is the world's largest re-exporter of tea with a 60% share of the market and 750,000 kg annually passing through the UAE, valued at USD 48 million per annum.

The DMCC Tea Centre is a dedicated facility which combines warehousing, blending and packaging functions, providing the most complete solution for traders looking to maintain a stock capable of meeting the requirements of importers in the Middle East and adjacent regions. In fact, a trader can receive their goods, blend and package, then ship it out again within 24 hours of arriving at Jebel Ali Port. The benefits include free storage privileges for limited periods, access to a tea blending unit, tea bag and loose tea packing facilities, tea tasting and in-house industry experts.

Highlights of DMCC- Tea Facility

- Full adherence to international standards & HACCP certification
- Specialty packaging in variety of teabags
- SKUs ranging from 50gm to 25kg or greater
- Capacity to store 5,000 MT of tea at any given time
- 2MT/hr blending machine(drum) for orthodox and CTC teas
- 40 m. kg of tea being handled annually
- Processing capacity of 15-20 metric tonnes of tea bags, 10-12 metric tonnes of blending and/or big bag of 30 metric tones
- In-house tasting and blending expertise
- Trade financing and facilitation

Fiscal Incentives offered by DMCC

- ✓ 0% corporate and personal income tax rate guaranteed for 50 years
- ✓ 100% business ownership & capital repatriation
- ✓ Freehold offices for sale and lease at competitive rates
- ✓ Immigration services including visas and other government permits

Press Clippings on Indian Tea & Food Products at Gulfood



WHEN ROYALTY COMES CALLING AT FOOD SHOW

Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, visited Gulfood 2018 on Monday. Sheikh Hamdan toured the exhibition, accompanied by Helal Saeed Almarri, CEO of Dubai World Trade Centre. – *Wam*

Indian food products piping hot at Gulfood

Deepa Narwani

DUBAI — The Gulf region has emerged as one of the key markets for Indian agri-products over the years. Plus, exports of agri-products under the Agricultural and Processed Food Products Export Development Authority (Apeda), an apex organisation under the Ministry of Commerce, Government of India, to GCC countries stood at \$3.38 billion (over Dh12 billion) during 2016-17, accounting for 20.9 per cent of India's total trade in these products by value.

Export of Apeda products to the UAE during 2016-17 stood at 1.39 billion (over Dh5 billion) and included products such as Basmati rice, non-Basmati rice, buffalo meat, fresh fruits and vegetables, etc.

In an interview with *Khaleej Times*, Nayan Nayyar, general manager, Apeda, said: "We have been regularly participating at Gulfood and the response of the show keeps growing year on year. In fact, we wanted space for more companies but couldn't as the show was sold out. India

Indian tea exports to the UAE on the rise

The UAE continues to be an important market for Indian tea and ranks among the top 4 markets for India, says Shyamal Misra, joint secretary, Department of Commerce and deputy chairman, Tea Board of India.

Misra observes: "In 2016, our exports were 16.3 million kilogrammes, while in 2017, it rose to 18.3 million kilogrammes, and we have grown 11.6 per cent in tea exports from India to UAE. It is a decent growth, and we hope to do even better this year. We have brought a number of tea exporters from India to Gulfood and are confident that they will benefit from their presence here."

"We are hoping that in the days to come, there would be an increase in buyers. Certainly, the Middle East is an important market for us, but Gulfood also gives us the opportunity to tap into the markets of other countries as well," he added.

Indian companies are showcasing a number of new products at the event such as ready-to-eat products like frozen chapattis, as well as confectionery and mouth fresheners, among others. Also, there is a wide presence of rice exporters. To promote the Indian food products, Apeda has organised sampling of beverages,

and ready-to-eat food, cereal as well as grain sections. It's great to see 'Make in India' being demonstrated in Dubai."

In most of the supermarket and hypermarkets here, there is prominent availability of Indian products, especially in terms of rice, vegetables and ready-to-eat products. With the increasing popularity of Indian food, Nayan Nayyar Apeda has received the opportunity to not only sustain India's presence here but also to enhance it.

"Indian food is really popular not just with the expat population but also with the locals.