

Event Report

ODOP's Participation in Gulf Food Festival, Dubai

Background: Gulf Food Festival

Gulf Food Festival, held annually in Dubai, is one of the largest and most influential food and beverage exhibitions globally. The event attracts exhibitors, buyers, and industry leaders from across the world, providing a platform to showcase diverse food products, explore business opportunities, and engage in networking with key stakeholders in the food sector. With thousands of participants and high footfall, the festival serves as a strategic venue for businesses seeking international market expansion.



ODOP's Participation

The ODOP Cell participated in the recently concluded Gulf Food Festival, Dubai, under the aegis of the Agricultural and Processed Food Products Export Development Authority (APEDA). A dedicated ODOP stall measuring 3.75 sq. meters was set up to promote Kala Namak Rice from Siddharth Nagar, Uttar Pradesh. Recognized as one of the oldest cultivated rice varieties, Kala Namak Rice, often referred to as 'Buddha's Rice,' holds immense historical significance and is renowned for its distinctive aroma, nutritional value, and premium quality.

Engagement and Business Inquiries The ODOP stall garnered significant attention from visitors, food connoisseurs, and industry stakeholders. The following key engagements were recorded:

- **Retail and Hypermarket Interest:** Dubai-based hypermarkets such as Nesto, Day To Day, and Easy Day, along with Indian retail giants like Reliance Retail, Amazon Retail (India), and Kisan Se, showed strong interest in sourcing Kala Namak Rice.



- **Memorandum of Understanding (MoU) Signed:** In a major breakthrough, Dubai-based restaurant and caterer Babu Moshay signed an MoU with a Kala Namak Rice trader for the export of 30 tons of this premium rice.
- **Market Expansion Opportunities:** The event provided a unique opportunity for potential collaborations with importers, distributors, and food industry professionals, reinforcing Kala Namak Rice's legacy as a superfood with deep-rooted historical and nutritional significance.



Key Takeaways and Recommendations

1. **Strategic Positioning of the Pavilion:** While the ODOP stall successfully generated interest and business inquiries, the APEDA pavilion should have been strategically placed in the main halls, which witnessed the highest footfall. Relocating the pavilion in future editions could enhance visibility and engagement.
2. **Continued International Participation:** Participation in global events such as the Gulf Food Festival is crucial for expanding the market reach of ODOP products. It provides artisans, traders, and exporters with direct access to international buyers and strengthens India's agricultural and processed food exports.
3. **Enhanced Branding and Promotion:** Future participation should be accompanied by enhanced promotional activities, including live demonstrations, tasting sessions, and marketing collaterals to further attract potential buyers and investors.

Conclusion

The ODOP's participation in the Gulf Food Festival, Dubai, was a resounding success. The event not only facilitated meaningful business interactions but also highlighted the immense potential of Kala Namak Rice in international markets. Moving forward, strategic enhancements in event participation and branding efforts will ensure broader recognition and sustained global demand for ODOP products. Expanding participation in such global forums is imperative for securing a strong foothold in international trade and reinforcing India's rich agricultural heritage on the world stage.