

AGRO DELEGATION TO FRANCE



# **INDO-FRENCH / EU PARTENARIAT**

19 – 23 October 2024 (SIAL – Paris)

[www.eicebd.com](http://www.eicebd.com)



AGRO DELEGATION TO FRANCE

# About Company

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With an intention to promote bilateral and commercial relations between EU-France and India in Agro sector, The European International Center for Economic and Business Development (EICEBD) is organizing B2B meetings for Indian Companies at SIAL-Paris from 19th - 23rd October 2024.

Thanks to our associates (WTC Lille, CCI Artois Arras, CCI Paris Val d'Oise in France and Europe India Chamber of Commerce and Brussels Enterprise Commerce and Industry), the participant companies shall avail an opportunity to meet their member companies relevant to your company profile and provide the opportunities in their regions.

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## **THE EUROPEAN UNION (EU) IS THE WORLD'S LARGEST IMPORT MARKET FOR AGRICULTURAL COMMODITIES AND FOOD**

1

Gross production value in Agriculture market is projected to amount to US\$664.70bn in 2024. An annual growth rate of 3.89% is expected (Compound Annual Growth Rate 2024-2028), resulting in gross production value of US\$774.40bn in 2028.

2

The import value in Agriculture market is projected to amount to US\$323.4bn in 2024. An annual growth rate of 6.44% is expected (CAGR 2024-2028).

3

The export value in Agriculture market is projected to amount to US\$345.4bn in 2024. An annual growth rate of 7.16% is expected (CAGR 2024-2028).

(Source : The EU Commission)



# Zoom France

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France is the leading agricultural nation in the EU. It accounts for 17% of all European agricultural production, ahead of Germany (13%) and Italy (13%)

Since 2000, the French trade deficit has substantially increased, except in the agricultural and agrifood sector, where the surplus has been maintained. Agrifood products (processed and unprocessed) provide France's third biggest trade surplus after transport equipment and chemicals, perfumes and cosmetics  
(Source : Agreste)

External agricultural and agrifood trade (published 2016 - in French). Sales to third countries account for over 35% of France's agrifood exports (the EU's leading exporter). Indeed, over 70% of the French trade surplus is with non-EU countries.

(Source : The French Ministry of Agriculture)



# Zoom India

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India is referred to as a global agricultural powerhouse owing to its vast argo-ecological diversity. The agriculture industry in India contributes significantly to the country's economy, accounting for approximately 16 per cent of the GDP and employing 44 per cent of the national workforce. India is among the fifteen leading exporters of agricultural products in the world.

Ernst & Young Report estimates that agri-tech startups in India offer an opportunity of \$ 24 billion, and the industry is still significantly untapped (with 1.5 per cent penetration).

The Government of India has been working towards a holistic approach to sustainable development and has prioritised the Agri-tech sector.

# Zoom India

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The government is actively encouraging all stakeholders in the sector to incorporate digitalisation to increase their yield and efficiency while reducing their dependency on unpredictable factors like climate and socio-economic uncertainties. The rural micro-finance industry went from INR 1.22 trillion in December 2019 to INR 1.46 trillion in March 2021. This has led the private equity investment in agri-tech businesses to increase by 50 percent, totaling INR 66 billion. The Digital Agriculture Mission (DAM) initiative was launched in September 2021 to help agri-tech start-ups by leveraging advances in cloud computing, earth observation, remote sensing, data, and AI/ML models. This assisted the industry in unlocking new opportunities and addressing the current issues in agriculture, which can significantly increase food production and profitability for all participants while lowering operating costs.

(Source : The Government of India - Invest India)



**SHAWL**

**INSPIRE FOOD BUSINESS**

**Paris**

# The Meeting Event - SIAL

**Uniting and inspiring food professionals since 1964**

Any pro will tell you - if you go to one food exhibition this year, go to SIAL Paris. It's the biggest one-stop shop in the industry, the place to be for tastemakers and trend-seekers who want to nurture their business. For 60 years, SIAL Paris has been welcoming a melting pot of industry players to the French capital to share their savoir-faire and create the recipes of the future.

The first edition was held during International Food Week in 1964 and united experts and enthusiasts from 26 countries. Today, the biennial attracts exhibitors and visitors from over 200 countries and is a flagship event in the worldwide food calendar. Every two years, producers, importers, buyers and retailers, media specialists, and independent associations of every shape and size meet at the largest exhibition venue in Paris for five-days of inspiration, debate, and exchange. Whether you're a rising startup or a large group, a hot new product or a blue-chip brand, an established chain, or a groundbreaking retail model, SIAL Paris is your springboard for sustainable success.







## ABOUT EICEBD

With an intention to develop economic and business growth between Europe and India by undertaking real business projects to the execution level for European and Indian companies, in 2004 was appointed to provide its services to various CCIs based in India to provide a direct access to their member companies for European market and vis versa started providing its services to the European organizations / companies to access Indian market.

EICEBD promoted the benchmark projects such as Indo-French Partenariat In Agro Sector at SIAL Paris as special Invité. Founded first ever India Pavilion in Arras, Indian Food and wine testing and identification of French tie-ups. The first Franco-Indian wine summit in Paris and Bordeaux. The first Franco-Indian wine summit in Paris and Bordeaux.

AGORA - Italy a project under AsiaInvest funded by EU Commission, Agro Alimentaria with AMEC – Spain.



## **EICEBD as an business promotion body**

- To bridge the gap for promoting bi-lateral trade relations between France and India.
- Updating information on current market situation and business opportunities in France and India.
- Providing advice and assistance to French and Indian companies to establish appropriate contacts.
- Lobbying with French and Indian governmental bodies for providing latest information on regulations, legislation and procedures.
- To hold periodic meetings and match making between French and Indian companies by the means of Trade Delegations, Trade Fairs, Business Summits, Seminars, Workshops and Conferences.



## Overall Objectives of EICEBD

- Bring together on the same platform French / EU and Indian Agro Industry to exchange state-of-the art information and experience on science and technology of wine making.
- Provide information on the latest equipment and experts/consultants in the field of Agriculture and Agro Products.
- Provide marketing opportunities for the Agro Industries from India and France and EU.
- Promote 'quality wine movement' and 'wine network for health' as good practices among Indians.
- Share the experience on the cooperative movement and government policies in the area of wine making and marketing in France and India.

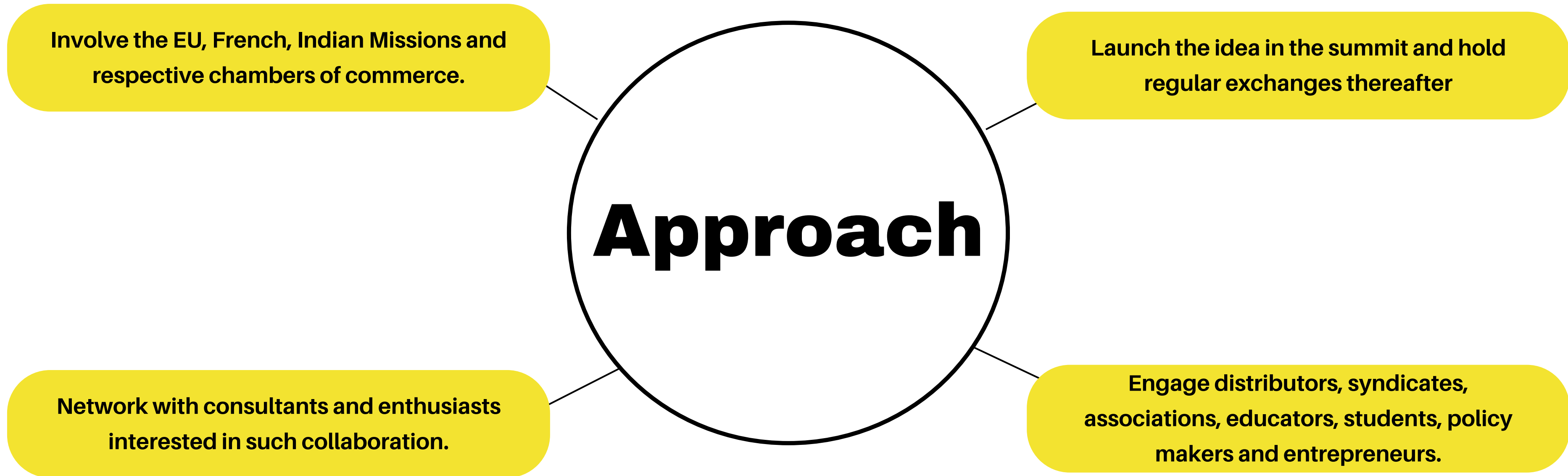
## Short term and Long term goals:



Establish an exchange programme between entrepreneurs, distributors, researchers and students.



Establish web centre and data base for the information on market, technology, equipment suppliers and experts.





# Services:

- Prior B2B Match-Making and appointments with French / European or interested companies at SIAL Fair.
- Meetings with French and European Based Chambers of Commerce and Industry / Associations.
- Business Invitation for Visa Application.
- Entry pass to the SIAL trade fair.
- Accompanying business meetings.
- French Language Assistance.
- Assistance in Visa Application, Flight booking, Travel Insurance, Hotel Booking, Site seeing Airport pic-up and drop.

# B2B Questionnaire

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Name of the representative : \_\_\_\_\_

Company : \_\_\_\_\_

Address : \_\_\_\_\_  
\_\_\_\_\_

City & Postal Code : \_\_\_\_\_

Telephone : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_ Website: \_\_\_\_\_

Languages spoken : \_\_\_\_\_

Number of employees : \_\_\_\_\_

Year founded : \_\_\_\_\_ Turnover: \_\_\_\_\_

Export : Yes  No  \_\_\_\_\_ %

Countries: \_\_\_\_\_

Import : Yes  No  \_\_\_\_\_ %

Countries: \_\_\_\_\_

Your Sector of activity (summary) [Tick one or more]

<input type="checkbox"/>	Agriculture and Framing
<input type="checkbox"/>	Manufacturing of Agro Products
<input type="checkbox"/>	Marketing
<input type="checkbox"/>	Distribution / Retail
<input type="checkbox"/>	Import / Export
<input type="checkbox"/>	Commercial Agent
<input type="checkbox"/>	Bank / Financial Institution
<input type="checkbox"/>	Equipment Manufacturer
<input type="checkbox"/>	Bi - Products
<input type="checkbox"/>	Any other.....

What are you looking for [Tick one or more]

<input type="checkbox"/>	Distribution Agreement
<input type="checkbox"/>	Joint Venture Agreement
<input type="checkbox"/>	Technological Assistance
<input type="checkbox"/>	Production under License
<input type="checkbox"/>	Technology/Know-how Transfer
<input type="checkbox"/>	Subcontracting Agreement
<input type="checkbox"/>	Equipment Supplier
<input type="checkbox"/>	Consultancy
<input type="checkbox"/>	Import / Export
<input type="checkbox"/>	Any other.....



# **Agenda:**

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**Submission of Application : April 2024 (Deadline)**  
**Only for 20 companies on First come First serve basis.**

**B2B meetings exchange : July 2024**  
**Visa Application : August / September 2024**

**Arrival: At least one day prior to 19th October 2024**  
**SIAL Fair prospection and B2B meetings: 19th - 23rd October 2024**

**Meetings with CCIs and it's member companies: 24th - 1st November 2024**  
**Departure : As the validity of visa and travel plans**