

TAVOLA Xpo Trade Fair for Premium Food & Drinks

Kortrijk, Belgium from 17th - 19th March 2024

Embassy of India (Eol), Brussels participated in the TAVOLA Xpo, for premium food and drinks held at Kortrijk Belgium from 17-19 March 2024. The three-day biennial trade event was a professional trade fair for the Benelux (Belgium, Netherlands, Luxembourg) and Northern France region which connected professional food community, including retail, wholesale, speciality businesses, caterers and restaurants. The Xpo has established itself as the number one meeting place for the food ingredient industry for innovations and networking with business partners.

The Ambassador of India to the European Union, Belgium and Luxembourg, Mr. Saurabh Kumar, inaugurated the India Pavilion and interacted with the exhibitors at the fair. The Pavillion showcased a variety of agricultural commodities to the manufacturers, distributors and wholesalers, seeking genuine, certified and verified suppliers from India, exhibiting Indian agri-commodities like Basamti rice from LT foods, Indian wines by Sula Vineyards, and Ruraldotz an Indian origin company in Netherlands that promoted moringa & millets products, banana chips and distributed small samples for takeaways. The Tea Board and Spices Board of India, sponsored samples for distribution, which received a very encouraging feedback from the visitors and other exhibitors at the fair.

The Indian Sula wines, spice drops, banana chips and moringa powder were amongst the most appreciated product categories at the India Pavilion. The participating Indian importers generously supported in spreading the awareness about Indian wines and organic moringa, which have been the lesser known Indian products in the European market. A lot of interest was garnered for Indian spices as well, followed by queries on proposal for coffee, fisheries, flours and oilseeds etc.