



## **STEP - Agriculture**

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**Pulse Conclave, India, Bangladesh and Sri Lanka Mission  
February 6 – 16, 2018  
New Delhi, Dhaka, Chittagong and Colombo**

# **TRIP REPORT**



## Overview/Mission Description

The conclave is the biennial event hosted by the India Pulses and Grains Association (IPGA). Given that India has restricted the market to international exporters, this year's conference was expected to bring some challenges in terms of the attendance and discussion. The Indian market access situation dominated the conference. The Governor of Kenya openly blamed the Indian government decision that impacted her farmers and requested that India should buy Kenyan and Tanzanian products immediately. STEP organized a B2B session as part of the value added programming as a side event during the conclave. Other programs included business sessions, an exhibition and several networking events. The Conclave was a good platform to help new and existing business partners in India and the rest of the world. A total of 700+ buyers, traders and policy makers attended this year's conclave.

## Summarized Agenda

The mission started with a one and a half day program in Colombo. There we met some companies and visited the largest pulse splitting and processing plant in Colombo. We had a networking lunch with the buyers that we couldn't meet due to time constraint. We then flew to Bangladesh, where we spent one day in Chittagong and one day in Dhaka, visiting the market, one plant and attending B2B meetings. After that we flew to Delhi to attend the Pulse conclave, which took place over two days at the Leela Ambience Convention Center. The program included business sessions and a series of networking events. On the sideline, STEP organized B2B meetings with select Indian buyers.

***Thursday, February 8, 2018***

***Colombo, Sri Lanka***

05:00 Group arrives in Colombo

Check in Hotel

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14:00 – Meeting – Pulse Splitting & Processing Industry (Pvt) Ltd.  
15:00

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15:00 – Site visit – Pulse Splitting & Processing Industry (Pvt) Ltd.  
16:30

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16:40 – Lanka Commodity Holdings (Pvt) Ltd. Lanka Commodity Holdings (Pvt) Ltd.  
17:50

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***Friday, February 9, 2018***

***Colombo, Sri Lanka***

09:30 – Meeting - Ranjith Pulses Splitting & Processing Industry  
10:00

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12:30 – Luncheon Meeting with selected buyers  
14:00

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14:30 – Meeting - Glolan Industries  
15:30

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16:00 – Meeting - Gnanam Imports  
17:00

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***Saturday, February 10, 2018***

***Bangladesh***

11:00 Group arrives in Dhaka

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14:00 Check in to Hotel

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Free Evening

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***Sunday, February 11, 2018***

***Bangladesh***

08:30 Flight to Chittagong

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10:00 – Program in Chittagong  
15:30 B2B meetings and Pulse Market visit

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17:00 Return flight to Dhaka

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***Monday, February 12, 2018 Bangladesh***

09:30 – B2B Meetings  
13:00

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14:00 – Plant Visit  
18:00  
City Group Pulse Processing  
Vulta, Narayanganj

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19:00 – Dinner with local businesses  
21:00  
Official Residence of Canadian High Commissioner

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***Tuesday, February 13, 2018***

***Bangladesh***

07:30 Flight to Delhi

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13:30 Check in to Hotel

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Free Evening

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***Wednesday, February 14, 2018***

***New Delhi, India***

**The Pulses Conclave 2018**

**The Leela Ambience Convention Hotel**

*All sessions and dinners will be held in the banquet hall of the hotel*

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07:00 – Visit to The Taj Mahal for Conclave Delegates  
18:00

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11:00 Registration Opens

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19:00 – Networking Dinner  
23:00

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**Thursday, February 15, 2018**

**New Delhi, India**

07:00 – B2B Meetings - Saskatchewan Pulse Exporters and Indian Importers  
10:00  
Emerald Room  
*Breakfast will be served*

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09:00 Registration Opens

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09:45 – Pulse Conclave Program  
16:50

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19:30 – Gala Dinner and Entertainment  
00:00

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**Friday, February 16, 2018**

**New Delhi, India**

10:00 – Second day program  
15:55

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**Saturday, February 17, 2018**

00:45 Group departs India

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## Market Information

India is the second most populous country with 1.2 billion people with approximately 350 million middle class people. India is one of the fastest growing economies and is all set to become the world's third largest economy by 2025. It is the world's largest producer of pulses; and until 2017 was a net importer of pulses. This year India had bumper crops and had effectively closed the market. Saskatchewan made a record \$1.5B pulse export to India in 2016. During 2016 about 70% of India's pea imports and 80% of India's lentil imports came from Canada. It is expected that India will open up the market later this year.

Identified as a lower-middle developing country by the World Bank, the number of middle to upper class consumers in Bangladesh are slowly growing and are now estimated at 30 million. Agricultural import and export sales have increased at a compound annual growth rate of 10.4 and 4.6 percent in the last 15 years. With agricultural production challenged by limited arable land, climate change, tropical cyclones, and a lower water table, Bangladesh imports agricultural products to meet its food security needs. Saskatchewan's supply of commodities and special crops to Bangladesh have grown steadily in the last five years.

Sri Lanka has continued to experience strong economic growth in the last few years, having emerged as a small but growing market for imported consumer food products. As a direct result, commercial opportunities are developing for certain products. Sri Lanka's tourism and hospitality sectors, new restaurants, and upscale food retailers are creating avenues for high-end and imported products.

## Results

STEP led a delegation of a total of 5 member companies on the mission. The mission presented a great opportunity for members to meet new clients and meet with the existing buyers. For some of the members, the mission was the first time opportunity to visit some of the specialist pulses market and understand how things work in the market. Many of the members reported potential sales deals that they are expecting as a result from their participation in the mission.

### Quantitative Results

Trade Leads: 50

Deals in consummated: 16

# of Companies Participating: 5

# of Companies Represented: 3

Anticipated sales: About C\$4.5M in the next 12 months



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### Recommendations

The mission was described as an important tool for many members. They have found the platform that STEP provided was invaluable. So they would like to see more active participation at these conferences. The Indian market is virtually shut down but it is expected that the market will come up in the near future. The B2B meetings and the networking lunch and dinners with the local businesses were considered valuable. Given that the Pulse Market in India is currently offering no opportunities, the members found it timely for them to observe and try to understand the nature of the market and how to look for an alternate market.

It is therefore recommended that we continue to organize such missions and participate at the Conclave in 2020.

### STEP Contact for Further Information

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## Pictures





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