



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

Date: 19.11.2022

I request that the following message may kindly be published in your esteemed daily:

TNAU conducts Agri Business Export Consortium (ABEC) Interface Meet

Tamil Nadu Agricultural University (TNAU), Coimbatore has organized the Agri Business Export Consortium (ABEC) Interface meet for agri exporters on 17.11.2022 at Directorate of Agribusiness Development, TNAU, Coimbatore in hybrid mode.

Dr.M.Malarkodi, Associate Professor welcomed the gatherings. Dr.E.Somasundaram, Director (ABD), Directorate of Agribusiness Development, TNAU in his inaugural address briefed about the export promotional activities of TNAU viz., Entrepreneurship Development Program (EDP) on Agricultural Exports, Agri Business Export Consortium (ABEC) and explained about opportunities and avenues for agricultural exports. Dr. S.D. Sivakumar, Professor (ARM), Technical and Personal Officer (TPO) to the Vice-Chancellor, TNAU, in his felicitation address explained about the export facilitation activities of TNAU to the ABEC consortium members and emphasized the exporters to utilize the ABEC platform for export promotional activities.

Mr. Senthil, Exporter, Pollachi, Mr. Rama Krishnan, Agro Pharma Exports, Coimbatore, Dr. K.S. Kamaaluddin, Rice Exporter, Chennai, Mr. Sivaraman Selvaraj, Exporter & Consultant, Chennai and Mr. MoosaKaleemullah, Agri Export Consultant, Coimbatore explained about the agri export opportunities, key priorities for exports, importance of product promotion in exports and credit risk. Further, they explained about the infrastructure requirements, role of Farmers Producer's Companies in exports and importance of digital marketing. Subsequently, exporters demanded the need of private players in the domain of packaging and organic certification for exports.

Ms. Keerthana, Business Development Manager, APEDA Regional office, Chennai explained about the various agri and processed export opportunities and export subsidy for infrastructure and quality development. Ms. J. Prabha, Associate Director, FIEO, Coimbatore explained about the export facilitation activities to exporters and importance of digital key and logistic portals. About 70 participants including exporters, entrepreneurs, startups, Food processing entrepreneurs, innovators, scientists of TNAU participated the Interface meet. Finally, Dr. C.Muralidharan, Associate Professor (HRM) proposed the vote of thanks.

Public Relations Officer