

The world's leading fresh produce conference and networking events



By Matthew Jones

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Packaging in the spotlight at FPI

Experts to shed light on latest advances in the field, while berries also take centre stage in workshop sessions



StePac's Gary Ward will speak in the packaging session

Berries and packaging will be firmly on the agenda at Fresh Produce India next week.

Mumbai's Trident Nariman Point Hotel will provide the backdrop for the two-day convention-style event (26-27 April), which includes an expo, [plenary conference sessions](#) and an array of workshops, giving delegates ample time to network, and a wide range of subjects on the programme.

A high-powered line-up of experts from across the global berry sector headline one of the workshop sessions on Day One. Titled 'Building the Berry Category', the session examines the opportunities and challenges to developing the berry category in India, from developing domestic production of proprietary varieties to the promotion of imports.

Parth Karvat of Mumbai-based Yupaa Fresh will set the scene with an overview of the current landscape of the berry category in the South Asian nation.

A case study-style presentation from Asoex's Christian Carvajal will look at the Chilean blueberry industry and how it is bidding to [develop a foothold in India](#) and Asia more broadly.

Tracey Burns, export division manager at Freshmax New Zealand, will also deliver a case study on kiwiberries, looking at how her company is growing awareness and demand for the category in India through the [launch of the Munch'n brand](#). Burns will be joined on stage by Hitin Suri of Freshmax's Indian import partner Suri Agro Fresh, with the pair to discuss their plans for Munch'n moving forward.

Earlier in the afternoon, the workshop session 'Purposeful Packaging: From Preservation to Marketing' will showcase some of the latest advances in the field of fresh produce packaging, as well as their potential application in the Indian market.

Gary Ward, chief technology officer at StePac, will deliver a presentation on

modified atmosphere packaging and its application in the Indian market, while Srinibas Swain, head of buying and merchandising – fresh at Spar India, will delve into the application and consumer acceptance of fresh produce packaging through India's emerging modern retail channels.

In addition to taking advantage of the abundant information and insights at the conference, Fresh Produce India delegates get ample time to meet and do business at Fresh Produce India Expo, which is the primary networking arena. A wide range of companies are showcasing their products at Fresh Produce India Expo, which runs from 11:00-19:30 on Day One, and 10:30-14:00 on Day Two.

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