

PRESS RELEASE

**'This is an unfortunate development', says FICCI president Sidharth Birla  
on EU ban on fruits and vegetable import from India.**

**New Delhi, 30 April, 2014:** Commenting on the ban imposed by EU on import of select fruits and vegetables from India, **Mr. Sidharth Birla, President, FICCI said** "*This is an unfortunate development. The way it has happened leaves open the question if this is the only measure or some more could be expected*".

*"We understand that this matter was under discussion for some time and it is therefore surprising that the EU side has taken such a decision unilaterally. This defies the spirit of cooperation that one would expect. This move would have a bearing on the farmers and exporters from India as well as impact trade and consumers in UK and other countries in the EU", he added.*

*"The entire ecosystem for exports in India is well geared to meet the quality and safety requirements of countries across the world. Our farmers, packers and exporters supply agri-commodities to different countries. There may have been a few isolated cases in the past, but the way to deal with such a situation is through a discussion. We would have arrived at a constructive solution. What we have got now is a punitive solution that does not bode well for the larger economic relations between the two sides", said Mr. Sidharth Birla.*

\*\*\*\*\*

**FICCI MEDIA DIVISION**