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**Indian Embassy in Iceland and APEDA Organise First-Ever Indian Mango Promotion Events in Iceland**

**Dasherri, Chausa, Langra and Kesar Showcase the Rich Diversity of Indian Mangoes**

The Embassy of India in Reykjavik, in collaboration with the Agricultural and Processed Food Products Export Development Authority (APEDA), organised Indian Mango Promotion Events on 24 June 2026 in Reykjavik, the capital of Iceland, and on 25 June 2026 in Akureyri, North Iceland, showcasing the rich diversity and export potential of Indian mangoes. These were the first-ever Indian mango promotion events held in Iceland.

Ambassador R. Ravindra highlighted the unique qualities of India's world-renowned mango varieties and underscored the significant opportunities for expanding Indian mango exports to Iceland.

Director of Trade Agreements at the Ministry for Foreign Affairs of Iceland, Mr. Sveinn K. Einarsson, spoke about the opportunities presented by the India–EFTA Trade and Economic Partnership Agreement (TEPA) and its potential to facilitate greater imports of Indian mangoes into Iceland.

Secretary General of the Icelandic Federation of Trade, Mr. Ólafur Stephensen, noted the growing interest among Icelandic businesses in India and highlighted the promising prospects for increasing imports of Indian agricultural products, particularly mangoes.

Second Secretary, Ms. Anisha Tomar, delivered a presentation on India's mango production, highlighting the country's position as the world's largest producer of mangoes. She also outlined the Government of India's initiatives to promote mango exports through quality assurance, market access and international promotion.

The events witnessed an excellent turnout, bringing together importers, members of the diplomatic corps, representatives of Icelandic businesses and officials from the Ministry for Foreign Affairs of Iceland.

Guests were served four premium Indian mango varieties—Dasherri, Chausa, Langra and Kesar—which were widely appreciated for their exceptional flavour, aroma and quality. The events provided a valuable platform for strengthening commercial linkages, promoting Indian agricultural exports and further deepening the growing economic partnership between India and Iceland.

Iceland currently imports mangoes primarily from Thailand, Brazil, Cambodia, Ghana and Peru. These mangoes have established a presence in the Icelandic market due to the limited availability of alternative suppliers. Iceland imported mangoes worth around USD 3.3 million in 2025, of which approximately USD 1 million worth was imported from Thailand alone. During the Mission's interactions with local consumers, it emerged that Icelanders are fond of mangoes and particularly enjoy them in smoothies, desserts and fruit salads, indicating promising potential for Indian mangoes in the Icelandic market.

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