

Report on INDIA'S PARTICIPATION AT BIOFACH – 2020

February 12-15, 2020

Nuremberg, Germany





Table of Contents

- 1.) Overview
- 2.) India Pavilion
- 3.) APEDA Lounge
- 4.) Layout Plan
- 5.) List of Co-Exhibitors
- 6.) Promotional Activities
 - Biryani Sampling
 - Live Demo
 - Henna Art
 - Promotional Materials
- 7.) Restaurant Area
- 8.) Outcome, Feedback and Suggestions
- 9.) Group Photograph



Overview:

BIOFACH - World's Leading Trade Fair for Organic Food.

Organic is more than a label or certification: organic stands for quality and conviction – for the responsible use of nature's resources. BIOFACH in the Exhibition Centre Nuremberg is the place where people share their passionate interest in organic food, get to know each other and exchange views, and this since 1990.

The perfect opportunity for professional visitors to meet organic producers from the organic market and be inspired by the sector's latest trends. Enter the world of organic products and taste, too – into organic.

APEDA played an important role in showcasing India's growing Organic Food Industry by giving the opportunity to around 34 Co-Exhibitors of Organic Products to participate under the India Pavilion

India Pavilion:

- ❖ APEDA was allocated the total space of around 600 SQM and India Pavilion was situated in Hall No. 5 with 4 blocks (5-141, 5-235, 5-343, 5-335)
- ❖ Total 34 Co-Exhibitors along with Spices Board & their 4 Exporters, participated in Biofach 2020, and they had displayed their various products in their respective stalls.
- ❖ Stalls allocated were in the range of 9 SQM, 18 SQM, 27 SQM, 36 SQM, 63 SQM and APEDA's lounge with the area of 52 SQM.
- ❖ This year's theme of India Pavilion was to showcase the vibrant culture, tradition and diverse colors of India.



APEDA Lounge:

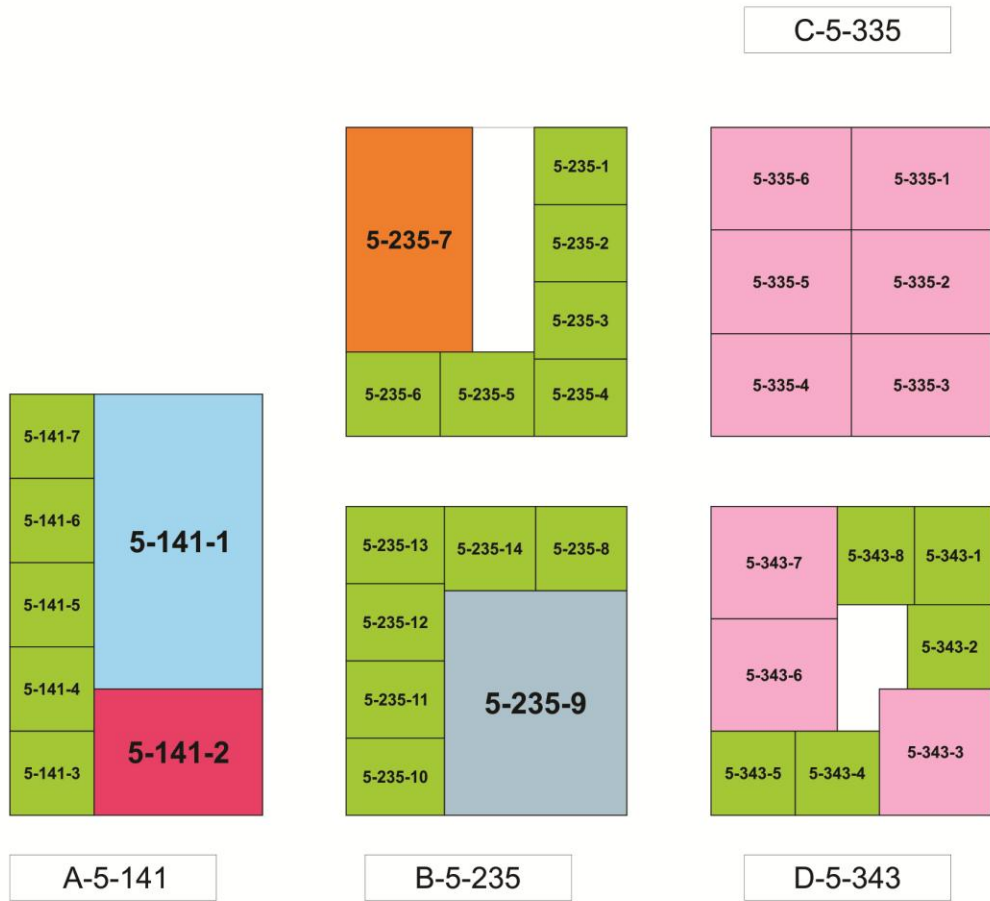
- ❖ APEDA's lounge was built in an area of 52 SQM with backlit posters displaying its wide range of products.
- ❖ A full sized LED Wall (3mX3m) was placed in the APEDA's lounge to display APEDA's Promotional films & Photo gallery of APEDA.
- ❖ A designated space was built up in the Lounge for Biryani Sampling & Live Demo by an Indian Chef.







Layout Plan:





List of Co-Exhibitors:

Total of 34 Coexhibitors participated with APEDA under the India pavilion wherein they had an opportunity to showcase their Organic Products and reach out to importers and explore new business prospects.

Products on display included Rice, Spices, Essential Oils, Quinoa, Cereals, Pulses, Tea, processed products etc.

List of Co-exhibitors are as follows;

<i>COMPANY NAME</i>	<i>STAND NUMBER</i>
Spice Board	5-141-1
Phalada Agro Research Foundations Pvt. Ltd.	5-141-2
Adept Impex Pvt. Ltd	5-141-3
Quessentials Pvt. Ltd	5-141-4
Pratithi Organic Foods Pvt. Ltd	5-141-5
Orchid Exim (India) Pvt. Ltd.	5-141-6
Mehrotra Consumer Products Pvt. Ltd.	5-141-7
Global Merchants	5-235-1
Aromatic & Allied Chemicals	5-235-2
Sus Agri Development Pvt. Ltd	5-235-3
Marudhar Impex	5-235-4
Dhaval Agri Exports LLP	5-235-5
Parvata foods pvt ltd	5-235-6



Veeral Agro Tech	5-235-7
Kv Agro Products	5-235-8
Kilaru naturals Pvt. Ltd	5-235-10
Treta Agro Private limited	5-235-11
Miracle tea & Spices Co.	5-235-12
Carmel Organics Pvt. Ltd	5-235-13
Earth Organic Foods Private Limited	5-235-14
Agri food Products	5-335-1
Cultivator Naturals Products Pvt.Ltd	5-335-2
Star Global Multi ventures Private limited	5-335-3
Nature pearls Private limited	5-335-4
Excel Foods Pvt. Ltd	5-335-5
LRM Spices Pvt. Ltd	5-335-6
Windson Organics Private Limited	5-343-1
Biowin Agro Research	5-343-2
Plantrich Agri Tech Pvt. Ltd	5-343-3
Katyani Exports	5-343-4
Nishant Aromas Private Limited	5-343-5
Coconut Development Board	5-343-6
Rapid Overseas	5-343-7
Sarwam Naturals	5-343-8

Promotional Activities:

Various promotional activities were carried out during the show, major highlights of them were;

- Biryani Sampling where Vegetarian and Non Vegetarian biryani were served to the visitors. Many foreigners & national visitors tasted the flavours of Indian Basmati Rice & appreciated the same.





Live demonstration of Indian cuisine by an Indian chef was done twice a day, during all the days of the Exhibition, which gained attention of the huge number of foreign & national visitors, they enjoyed & relished the flavours on Indian Cuisines. The India Cuisine demonstrated were Aloo Tikki, Paneer Pancakes, Mix Vegetables, Vegetable Pulao, Pakoras, Aloo & Onion Pancakes.



Heena Art at APEDA Pavilion

Free organic henna tattoo application on the hands of visitors was one of the major highlights of the show. Ladies & girls were ecstatic & showed a great deal of interest in this art.



Promotional Materials

Promotional materials such as Jute Bags, APEDA's brochure, Exhibitor Directory and Recipe Books of Indian Cuisines were distributed free during the show.



Indian Restaurant:

The Indian Restaurant did very well where in foreigners and National visitors relished the taste of Indian Cuisine.



Outcome, Feedback and Suggestions:

As stated Biofach is the World's Leading Trade Fair for Organic Food and the get-together of the international organic industry. This year's Biofach 2020 had witnessed more than 50000 visitors from 144 countries and over 3000 exhibitors.

APEDA played an important role in showcasing India's growing Organic Food Industry and received good feedback from the exhibitors and participants.

Participants who had participated for the first time this year were happy to receive good response. Participants also had an opportunity to increase their business & make new business contacts through the exhibition.

Also, they have gained a lot of enquiries & generated business through business meetings, held during the show days, February 12-15, 2020.

Group Photograph:

On the first day of the Exhibition, A group photograph of all the Coexhibitors, APEDA Officials & Event Management team was taken as a memoir of the event.

