



INDIA'S PARTICIPATION AT **THE BIOFACH SHOW – 2016 IN NURNBERG, GERMANY**

BIOFACH, Germany is the World's Leading Trade Fair for Organic Food. Approximately 48,000* (2015: 44,624) visitors from 132 countries. 2,544 exhibitors, 245 of whom appeared at VIVANESS, presented products and services to buyers from the food and cosmetics industries.

India Pavilion

The Agricultural and Processed Food Products Export Development Authority (APEDA), had reserved 370 sq mt of space for the BioFach 2016 Show held from February 10-13, 2016 at the Exhibition Centre in Nuremberg, Germany. The India pavilion was in Hall No. 5, Booth no. 223, 215, 325.

An aesthetically designed and attractive India pavilion was set up at this space for promotion of organic foods from India, which was greatly appreciated by the exporters and the visitors. The India Pavilion was an attraction for visitors and its colorful and vibrant ambience accompanied by pleasant exotic aromas of Organic Indian rice, spices and tea. About 20 exporters participated in the event under India Pavilion.

APEDA REPRESENTATIVES

Dr. Saswati Bose, Deputy General Manager

Ms. Thangam Ramachandran, Assistant General Manager

INDIA PAVILION AT BIOFACH 2016, NURNBERG-GERMANY



Leading India Companies who co exhibited under APEDA

1. ACCURA ORGANIC FOODS
2. AGRONIC FOOD INC.
3. CULTIVATOR NATURAL PRODUCTS
4. NATURE BIO-FOODS LTD.
5. NATURAL ENVIRO EXPORTS
6. ORGANIC INDIA PRIVATE LIMITED
7. ORGANIC PRODUCTS INDIA
8. ORGANIC WELLNESS PRODUCTS PRIVATE LIMITED
9. PHALADA AGRO RESRACH FOUNDATIONS PVT. LTD.
10. RAPID OVERSEAS
11. SANJEEVANI ORGANICS
12. SHYAM INDUSTRIES
13. SONI SOYA PRODUCTS PRIVATE LIMITED
14. SPICES BOARD INDIA and their exporters
15. SRESTA NATURAL BIOPRODUCTS PVT. LTD.
16. SUMINTER INDIA ORGANICS PVT. LTD.
17. SUNSTAR OVERSEAS LIMITED
18. Producers and Entrepreneurs from Sikkim



Participation from Sikkim

APEDA had provided 9 Sqm space to Government of Sikkim. 5 organic stakeholders comprising of producers and entrepreneurs participated under APEDA Pavilion.



Products on Display

- Cereals
- Spices
- Pulses
- Basmati Rice
- Oilseeds
- Dry fruits
- Tea
- Coffee
- Sugar
- Medicinal & Aromatic Plant Products
- Processed Products

VISIT OF COUNSEL GENERAL OF INDIA AT APEDA PAVILION DURING BIOFACH 2016



APEDA'S PARTICIPATION IN THE CONGRESS

The congress programme, which was both varied and fact-based, once again attracted roughly 7,000 participants in 2016. Dr. Saswati Bose, DGM APEDA made a presentation on 10.02.2016 on "Trends and Potential of Organic Product Exports from India".



PROMOTIONAL ACTIVITIES

LIVE DEMONSTRATION OF INDIAN TRADITIONAL YOGA



WET SAMPLING OF BASMATI RICE - PROMOTING TRADITIONAL INDIA CUISINE

A wet sampling of biryani was done on all the 4 days of the event at the APEDA Pavilion. The biryani sampling was sponsored by Nature Bio Foods Pvt Ltd.



Heena tattoo – showcasing Indian tradition

