

# BIOFACH INDIA

into organic

together with **INDIA  
ORGANIC**

The market place for organic people

**ADLUX Convention & Exhibition Centre  
Angamaly, Kochi  
Kerala, India**

**November 5 - 7, 2015**

[biofach-india.com](http://biofach-india.com)

Under the patronage of:



Co-organizer:



Government of Kerala

Organizer:





## Welcome to BIOFACH INDIA together with INDIA ORGANIC

India today is on the threshold of an organic revolution and the Indian organic food industry though at a nascent stage, has experienced steadfast growth in past few years. The country's budding organic food market is transforming into world's fastest growing organic food market backed by a shift in consumer behavior and spending patterns. With growing health awareness among the people coupled with rising disposable incomes and support from Indian government, organic food will surely secure a permanent place in Indian households. Evolving perception of organic food from being a luxury only for elite to a necessity will drive the domestic consumption. Also, overseas demand for Indian organic food will remain robust and continue to drive the industry to rare heights. The Indian organic food industry currently pegged at USD 410 million in 2014 is stated to grow at a CAGR of 45 % to reach USD 1 billion by 2017.

**USE this opportunity to tap into the Indian organic market by displaying and promoting your organic products at the niche and exclusive platform – BIOFACH INDIA together with INDIA ORGANIC.**

India has emerged as one of the largest potential markets for organic food consumption globally, owing to the fact that organic foods or products are healthy, contain no chemicals or preservatives, and are completely natural. With growing awareness towards healthy food, surging income levels, and shifts in consumer behavior, the country's nascent organic food market is fast transforming into the world's fastest growing organic food market. In addition, increasing export market coupled with government's support has driven the market that will further boost the demand for organic food products in the country.

The sixth edition of the show in November 2014 witnessed participation by 170 exhibitors and 9126 visitors including buyer's, sellers and farmers once again experienced three colorful days filled with successful business talks, exciting conference presentations and a host of cultural activities. The event was a perfect blend of elements which included trade fair, networking platform, international buyers' delegation, education and a host of cultural activities and initiatives to promote organic farming.

BIOFACH INDIA together with INDIA ORGANIC provides you with a perfect stage for your organic products and insights in the Indian organic market.

[www.biofach-india.com](http://www.biofach-india.com)





# BIOFACH INDIA together with INDIA ORGANIC in God's own Organic Country

Though one of the smallest states in India with a geographical area of 38,863 km<sup>2</sup> (1.18 % of the Indian Union), Kerala has a diverse physiography and is divided into three distinct natural zones: lowlands, midlands and the highlands, forming parallel belts running across the length of the state from North to South.

Kerala accounts for several important agricultural commodities: Pepper (95 % of India's production), Rubber (92 %), Cashew (85 %), Cardamom (70 %), Ginger (60 %) and Coconut (43 %). In the past 10-15 years, many farmers in Kerala have taken up organic farming quite earnestly.

Organic farming in Kerala is in a transitional stage and there is a distinct movement among the farmers as well agriculture experts and scientists, in favour of ecological farming. With the Mission of the Government of Kerala to convert the state into fully organic in the coming years and also boost the already fast paced development of the sector, BIOFACH INDIA together with INDIA ORGANIC is being repeated in Kochi, Kerala once again this year.

The niche trade fair on organic products in India will be organised at ADLUX Convention & Exhibition Centre (ACEC) concurrent to GLOBAL AGRO MEET, an International Conference and Exposition on Value Added Agriculture and Food Processing - organized by Government of Kerala. ACEC is Kerala's Largest International Convention Centre with a built-up area of 1,00,000 sq. Fts. It is centrally air-conditioned and consists of 4 convention halls with international standards and amenities. It is just 15 minutes away from the International Airport, Kochi.

## Products in demand from India

Basmati rice, pulses, honey, tea, spices, coffee, oilseed and fruit form the heart of Indian organic production, plus processed food, corn, herbal drugs, cotton clothing, cosmetics and body care products too. International buyers find a wide range in this segment.

## India's impeccable business platform for the organic industry!

BIOFACH INDIA together with INDIA ORGANIC is the perfect platform for the Indian organic industry to converge and craft a bright future for the industry. It is a gateway for showcasing the India organic quotient to the world. With the fast paced awareness and growth of the organic industry at several regions in India, the show is a perfect opportunity for every player in the Indian market to leverage the mammoth business prospects available!

International exhibitors may like to examine the Indian import regulations in advance.

Exhibit now at BIOFACH INDIA together with INDIA ORGANIC.





## Products on display

- Organic aquaculture
- Organic cashew, walnuts, coconuts and other nuts
- Organic coffee, tea and cocoa
- Organic cotton and cotton products
- Organic essential and ayurvedic oils
- Organic fresh and dried fruit, fruit concentrates, fruit juices
- Organic grains, kernel and pulses
- Organic herbs, herbal extracts, herbal and medical teas
- Organic oils and oil seeds
- Organic processed and semi-processed food
- Organic rice, honey, sugar and syrups
- Organic spices and seasonings
- Organic vegetable
- Natural cosmetics and personal care items
- Services and consultancy for the organic production

## Target trade visitors

BIOFACH INDIA together with INDIA ORGANIC is a B-to-B platform and all trade visitor promotional activities are targeting domestic and international decision makers and professional buyers from these sectors:

- Catering business
- Convenience stores
- Food / beverages wholesale
- Food manufacturing and processing
- Import and export
- Non-food wholesale
- Other retail business
- Specialized organic shops
- Supermarkets, department stores, specialised chain stores
- Service companies (certification agencies, consultants and others)

**Rohit Mehrotra, Organic Tattva** said *"This is our third time at BIOFACH INDIA together with INDIA ORGANIC. This is one of the best platforms to meet the suppliers as well as the buyers for organic food. We have buyers from Middle East, Germany, US. We have made very good connections with these buyers. We have also found lot of pharma units who can also supply us good quality products. I think today I can proudly say that this show is one of the best platforms to find best suppliers & best buyers for organic food."*

**Siddharth Sancheti, Agronic Food Inc.** said *"We have been participating in BIOFACH INDIA together with INDIA ORGANIC for the past four years now and out of six BIOFACH's worldwide we are exhibiting in India, Germany and USA and by far I think this is the best platform for any of the organic partners in India, that includes farmers, suppliers, the network people, companies like us and the buyers – foreign buyers. It helps us in promoting the product. It helps us in meeting with lot of people whom we are working with round the year but this is the only place where we can meet them. So I think it's the best place to come to meet people, to increase the knowledge and to increase the business."*

**Ajay Katyal, Amira Organic** said *"We participated last year in Bangalore as well and got had a phenominal response there. This time in Kochi the location is new, the country is the state is definitely God's Own Country, so the state is also appropriate and this time we had serious people who are looking for distribution or start their organic stores. We are confident that participation at this show and launching our organic product in this show is going to help us to establish ourselves into the market place and I congratulate the BIOFACH INDIA together with INDIA ORGANIC team for a good job and bringing a very professional outlook to this show."*



# Facts, figures and forecast on the Indian organic market

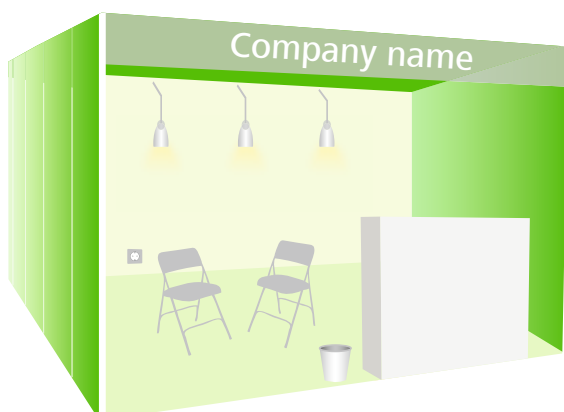
Organic food is invariably catching up pace among the Indian retailers, especially with the niche retailers owing to wide awakening among Indian consumers towards leading a healthy life. Current global organic trade is USD 75 billion and is expected to reach USD 100 billion by 2015. In 2013 – 14, India produced around 1.24 million metric ton of certified organic products. Presently, surmounted growth is being witnessed from new demand pockets, arising from the Tier-I and Tier-II cities, thus, signaling huge acceptance among the masses. The urban market for organic products in India is growing at a rapid pace and a food

retail system devoted to these products is aggressively rounding up consumer interest and budgets who are willing to spend more for quality and health reasons. The processed industry food structure offers opportunities for organized players to invest and grow. As the Indian market matures and consumers become more quality and brand conscious the organized sector is poised to grow and gain prominence. There is a huge demand for packaged or convenience foods comprising of bakery products, ready to eat snacks, breakfast cereals and various other processed foods.

## Participation Fees

	Minimum	Domestic Exhibitors	International Exhibitors
<b>Raw Space only</b>	36 m <sup>2</sup>	6,300 INR per m <sup>2</sup>	180 EUR per m <sup>2</sup>
<b>Shell Scheme Package</b> incl. space, wall panels, fascia with company name, carpet, 1 reception counter, 2 folding chairs, waste basket, 3 spotlights, 1 power outlet and electric consumption fee	9 m <sup>2</sup> *	70,000 INR per package	205 EUR per m <sup>2</sup>
<b>Registration Fee</b>	company listing in the official trade show directory and web-page listing	Included	Included
<b>Co-exhibitor Fee</b>		7,500 INR per co-exhibitor	120 EUR per co-exhibitor

\*Domestic NEW exhibitors are entitled for a starter package of 6 m<sup>2</sup> at 52,000 INR.  
All prices plus Government Service Tax as applicable (currently 12.36 %)



**Increase your business  
with perfect presentation!**

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## AT A GLANCE

### Date

November 5 - 7, 2015

### Opening hours

10:00 am – 6:00 pm

### Frequency

Annual

### Venue

ADLUX Convention & Exhibition Centre  
Angamaly, Kochi, Kerala, India

## PATRONAGE



## SUPPORTED BY

Ministry of Agriculture, Govt. Of India

Agricultural Processed Food Products Export Development  
Authority (APEDA)

Spices Board India

Tea Board India

Coffee Board India

Coconut Development Board

National Bank for Agriculture & Rural Development  
(NABARD)

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# BIOFACH

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Join the world's leading trade show network  
for organic products!



### BIOFACH 2015

#### VIVANESS 2015

Nürnberg, Germany

World's leading Trade Fair for Organic Food

February 10 – 13, 2016

[biofach.com](http://biofach.com)

[vivaness.com](http://vivaness.com)

### BIOFACH CHINA

Shanghai, China

May 28 – 30, 2015

[biofach-china.com](http://biofach-china.com)

### BIOFACH AMERICA LATINA

– Bio Brazil Fair

São Paulo, Brazil

June 10 – 13, 2015

[biofach-americalatina.com](http://biofach-americalatina.com)

### BIOFACH AMERICA

– ALL THINGS ORGANIC

Baltimore, USA

September 17 – 19, 2015

[biofach-america.com](http://biofach-america.com)

### BIOFACH INDIA

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Kochi, India

November 5 – 7, 2015

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### ORGANIC EXPO

together with **BIOFACH JAPAN**

Tokyo, Japan

February 2016

[organic-expo.jp/en](http://organic-expo.jp/en)