



## CLOSING PRESS RELEASE

### BIOFACH INDIA together with INDIA ORGANIC 2016

*India's most successful International Organic Fair targets Rs100 crore worth business enquiries*

BIOFACH INDIA together with INDIA ORGANIC 2016 concluded its eighth edition successfully in New Delhi on 12 November 2016. The three day exhibition witnessed an overwhelming response from **3720 B2B Trade Visitors** which included more than eighty International Delegates.

**Shrimati Rani Kumudini**, IAS, Joint Secretary, Ministry of Agriculture, Government of India, inaugurated the 8<sup>th</sup> edition of **BIOFACH India together with INDIA ORGANIC 2016** at NSIC Exhibition Grounds, Okhla. Other eminent dignitaries present at the inauguration included **Shri Sompal Shastri**, Ex Member Planning Commission, Ministry of State – Agriculture, Govt of India, **Markus Arbenz**, Executive Director, IFOAM organics International, **Markus Reetz**, Executive Director, International Exhibitions, Nurnberg Messe, **Sonia Prashar**, Managing Director, NuernbergMesse India & **Manoj Kumar Menon**, Executive Director, ICCOA.

The event saw participation by **177 Exhibitors** from India and all over the world. It comprised of five distinct components – **Exhibition, International Conference, Buyer-Seller-Meetings, Organic Food Court** and **Consumer Connect** initiative. The exhibitors included **Private Stakeholders, State Pavilions, Government Boards** as well as key **Certification Bodies** who exhibited a diverse range of food and non-food organic products.

The show targeted business enquiries worth Rs100 crore and more, said **Sonia Prashar, Managing Director, NuernbergMesse India & Manoj Kumar Menon, Executive Director, ICCOA**. A niche and exclusive International trade show on organic products in India that had a strict certification criteria thereby ensuring the quality of the products on display, is organized by **NuernbergMesse India Pvt. Ltd.** and the co-organizers are the **International Competence Centre for Organic Agriculture (ICCOA)**.

With the rise in awareness of healthy food in Metropolitan cities today, organic food is no longer just a Fad! The demand for Organic foods especially Fruits & Vegetables has intensified in big cities in the past few years. The rise in health consciousness, changing lifestyles, mounting disposable spending and growing availability of organic food products in shopping malls and retail shops makes the Metros as the focal point. **Sonia Prashar, Managing Director, NuernbergMesse India** reiterated the growing importance of Organic products by saying, “Our priorities revolve around organic growth and our focus is on growing our existing platform. The increasing number of reliable and healthy options in the market have given us an opportunity to nurture the increasing demand. We are elated to bring BIOFACH INDIA together with INDIA ORGANIC to our own city for the first time.”

The Growing Organic Trend With people adopting a healthier and more sustainable lifestyle, organic products are seeing more acceptance and growing popularity. The market is growing at a healthy rate. In the last five years, the shelf space of such products in metros has tripled. This is enhancing entrepreneurial opportunities and prodding retailers to offer more to the consumers. The multi-fold growth in the number of organic stores and brands across the capital, with the increase in government initiatives to enhance the production and consumption of such products have only encouraged the capital city to host the next **Organic World Congress** in 2017. The main idea is to expose the Global organic farming movement to the tremendous expansion of organic farming that has taken place in India, especially Delhi in the past decade. Going by IFOAM statistics, India hosts the largest number of organic farmers in the world.

ICCOA, with its grass-root experiences has realised that organic farming is sustainable to the farmer only if market linkages are developed. Adoption and certification is only the first step. Links with businesses to sell organic produce at a premium and consistent buying support is essential to keep the farmer motivated. With the growing demand from Metropolitan cities, shifting our venue from one of the largest producers, Kerala, to a consistently growing consumer, New Delhi, was a great move.” said, **Manoj Kumar Menon, Executive Director ICCOA**

The event once again saw active participation in the Buyer and Seller Meets, welcoming buyers from Europe, US, Middle East and Asia. As many as **190 business meets** were held at the fair. 23 buyers, including 19 from abroad, participated in the event. The total value of business generated during the three days was **15% higher** as compared to last year.

Leading private organic stakeholders such as **Nature Bio-Foods Ltd., Brahm Arpan, MRT Organics, Suminter Organics, 24 Letter Mantra, Phalada Agro, Just Organik, Radico, Mehrotra Consumer Products, Agronic Food, Sarveshwar foods, Natureland Organic, Cultivator Natural Products, Amaara Food & Wellness, Terra Greens** and many more were present at the show displaying a wide diversity of organic products.

The participating States included **Andhra Pradesh – Horticulture & Agriculture, Madhya Pradesh, West Bengal, Sikkim, Haryana, Gujarat, Uttrakhand, Karnataka, Chattisgarh and Punjab.**

Besides food and beverage there was also an impressive participation from the **Natural Care & Wellness sector, Organic Textiles Sector, Certification Bodies** as well as participation by leading **Government Boards like Tea Board, Coffee Board, Coconut Board etc.**

Among the international presence there were big Conglomerates like .....

**BIOAGRICOOP S.C.R.L, Italy**, looking at expanding their operations to the Indian market through active promotion of organic food like olive oil, tomato sauce, wines, pasta, coffee and many other products.

**MK Entreprises, Japan**, looking for options in India to introduce their **Laundry Revolution from Japan, The Ultimate Detergent Alternative**. The product saves time and money by not requiring frequent purchase of regular detergent, saving money by conserving power and water usage

**Murray River Organics Ltd, Australia** is the largest fully vertically integrated producer and marketer of certified organic dried vine fruit in the World. Through acquisitions and organic growth, Murray River Organics Ltd is rapidly developing towards becoming a Leading Organic, Natural and “Better-for-You” food products company, servicing customers globally.

Concurrently with the Exhibition, an **International Conference** was held to deliberate on the current practices / trends / challenges faced by the organic sector with eminent key National and International speakers from relevant industries. The international conference addressed the entire ecological value-added chain – from organic production to sales. In specialist presentations, case studies and Best-Practice examples, experts provided information about current market developments and trends, and also on proven and sustainable cultivation methods on soil and nutrient management. In addition, the conference offered participants an optimal communication platform, enabling them to enter into an exchange with each other on sector-relevant themes.

**Consumer Connect Program** is aimed at creating awareness about organic products and its relevance to food safety, health and environment. Nutritionists, farmers, farming cooperatives, agricultural experts and doctors once again participated in a workshop explaining the advantages of organic agriculture and lifestyle through exciting presentations. The stakeholders that were addressed included school pupils and working moms. The aim was to get more organic food into India’s private kitchens and specifically answer the participants’ questions. Quizzes and small prize competitions made the program even more interesting.

“We have been exhibiting at BIOFACH INDIA together with INDIA ORGANIC for six years. The visitor quality is simply fantastic and each time we have been able to acquire new customers. The public is generally enthusiastic. This event is also the optimum platform for introducing the population to organic.” Says **Tapan Ray, Managing Director of organic company Nature Bio-Foods**.

“This year also the response at our booth was quite good. We could receive many new retailers and distributors from different parts of the country, who will add to our organic business family. Quality of visitors was good, and we could successfully add to our business. – **Sanjeev Bhatt, Radico**

**The ninth edition of BIOFACH INDIA together with INDIA ORGANIC promises to be bigger and better. The event will take place concurrent to the Organic World Congress at India Expo Mart (IEML) from 9 – 11 November 2017.**

#### **About the Organisers:**

**NürnbergMesse Group** is one of the 15 largest exhibition companies in the world and among the Top Ten in Europe. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nürnberg location and worldwide. Every year, around 30,000 exhibitors (international share: 39 %) and up to 1.4 million visitors (international share of trade visitors: 22 %) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and now also India. The group also has a network of about 50 representatives operating in approx. 100 countries.

**ICCOA** International Competence Centre for Organic Agriculture started as a knowledge centre for all stakeholders involved in the organic sector and was registered as a society in 2004. Today, it works in 12 states of India reaching out to around 270 member organisations and more than 2 lac farmers directly and indirectly. The organisation collaborates and

networks with individuals, farmer organisations, consumer organisations, voluntary organisations, corporate bodies, research institutions and government departments in India and South Asia.

**BIOFACH World** has proven expertise in the area of organic food. The international organic industry meets every year in Nuremberg at BIOFACH, the World's Leading Trade Fair for Organic Food. BIOFACH World is represented across the globe by five other BIOFACH events in Japan, the United States, South America, China and India, and brings over 3,000 exhibitors and 100,000 trade visitors together year after year.

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