

# BIOFACH INDIA

into organic

together with **INDIA ORGANIC**  
The market place for organic people

Kochi, India  
5–7.11.2015



PRESS RELEASE

September 2015

## India's most successful organic fair entering the next round

- **India's organic market growing consistently**
- **Conference: holistic view of the organic theme**

**From 5 - 7 November 2015, the ADLUX International Convention Centre in Kochi, Kerala, will once again become the meeting place for the international organic players. The seventh BIOFACH INDIA together with INDIA ORGANIC will be opening its doors for three days showcasing the country's entire organic diversity.**

Kerala is emerging as a strong upcoming market for the organic industry. BIOFACH INDIA together with INDIA ORGANIC would provide an excellent platform to organic stakeholders from India and abroad to showcase, promote their organic products to domestic, international decision makers and professional buyers from sectors like catering, specialized organic shops, retail stores, wholesale food / beverages, manufacturing, processing, import / export amongst many others.

The event will be further supplemented by successful business talks, exciting conference presentations and a host of cultural activities with the presence of over 15 state pavilions. In addition, the organisers of BIOFACH INDIA together with INDIA ORGANIC, NürnbergMesse India and International Competence Centre of Organic Agriculture (ICCOA), are delighted with the participation of private organic stakeholders such as Nature Bio Foods, Mehrotra Consumer Products Pvt. Ltd., Agronic Food Inc., Brahm Arpan Organic Pvt. Ltd., MRT Organics and Radico and many more, as well as Prominent Govt. Boards such as Tea Board, Spices Board, Coffee Board along with key organic certification bodies such as Ecocert, Control Union Certifications, Faircert. A total of over 150 exhibitors and around 10,000 national and international visitors. For the fourth time, the fair will be supported by a tailor-made trade visitor trip, *The Buyer's Programme*.

Sonia Prashar, Managing Director NürnbergMesse India, is looking forward to the event: "In India organic products are assuming increasing significance. Since the majority of the population is actively involved in agriculture, the sector is enjoying constant growth. At present in Kerala, an absolute organic

International Patron



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NÜRNBERG MESSE

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revolution is taking place. Today, the state is taking care of 70 % of its organic vegetables demand itself compared to 20% just a few years ago. This is one of the main reasons why BIOFACH INDIA together with INDIA ORGANIC fits in so wonderfully with Kochi and offers an optimal networking platform for not only organic players, but also end-consumers.”

Manoj Menon, Executive Director ICCOA, agrees: “Although the development of the organic sector in India still needs time, this market is nevertheless growing by 25-30 % each year. ICCOA is going to great lengths to strengthen this development further and to move product certification forward. In addition, we would like to raise the living standards of the farmers. They are becoming agricultural entrepreneurs and earning a good income.” In Menon’s view, BIOFACH INDIA together with INDIA ORGANIC plays a decisive role here: “Since its premiere in 2009, the event has been successful. It repeatedly focusses on the important organic theme and offers its stakeholders an opportunity for good business and fruitful contacts.”

## **Exhibitors: satisfaction right across the board**

Tapan Ray, Managing Director of organic company Nature Bio-Foods, has exactly the same view: “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.” Rohit Mehrotra, Managing Director of an Organic retail company Organic Tattva says: “We have already participated three times at BIOFACH INDIA together with INDIA ORGANIC and can say: it is one of the best platforms in India for meeting both the suppliers as well as buyers of organic foods. You also find a fantastic selection of health products here.” Ajay Katyal, President of a retail company Amira Organic, is a long-term exhibitor and says: “Up to now we’ve been at every BIOFACH INDIA together with INDIA ORGANIC. It is the optimal event for introducing new products to the Indian organic market. We have always had a phenomenal response to our products both in Bangalore as well as now in Kochi. I am sure that thanks to this fair, we as a company can position ourselves strongly in the organic market.” Amit Jadav from certifier EcoCert India also has words of praise: “BIOFACH INDIA together with INDIA ORGANIC is splendid. Here organic farmers learn everything about the complicated certification process

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for their products. Thanks to the personal exchange, they lose their fear while their motivation is strengthened to take things on.”

## Highlights 2015: conference and further training program

Once again in 2015, India’s most successful organic fair has an interesting support program in store. The international conference will address the entire ecological value-added chain – from organic production to sales. In specialist presentations, case studies and Best-Practice examples, experts will not only be providing information about current market developments and trends, but also on proven and sustainable cultivation methods on soil and nutrient management. In addition, the conference will offer participants an optimal communication platform, enabling them to enter into an exchange with each other on sector-relevant themes.

The further training of end-consumers in connection with organic will be the focal point of the so-called Consumer Connect. On 6 and 7 November nutrition and sector experts will be graphically familiarizing the participants with this diverse theme. In presentations, experience reports and interactive discussions, the most important information will be shared with them on theme sections such as organic farming, sustainability and nutritional safety. The stakeholders that will be addressed will also include school pupils and working moms. The aim is to get more organic food into India’s private kitchens and specifically answer the participants’ questions. Quizzes and small prize competitions will liven up the program.

## Popular Buyer’s Programme entering the next round

Once again this year there will be a tailor-made trip for trade visitors, ***The international Buyer’s Program***, all around BIOFACH INDIA together with INDIA ORGANIC. Be it tea, cereals, herbs and spices, fruits, oil seeds, soya, coconut or ingredients for natural cosmetics – India has a diversity of organic raw materials. The aim of this year’s Buyer’s Programme will be to bring together exhibiting organic companies from across the country with appropriate buyers from Europe, USA, Middle East and Asia. The tour participants will receive the unique opportunity to experience the highly varied organic raw materials market within Kerala and to network with producers on

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site in the production facilities and at the fair, as well as forge new business opportunities.

## Contact for participation

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