



“When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.”

— Herophilus

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 our focal point. ***Welcome to Delhi, the new hub for organic consumption.***

From 10 – 12 November 2016, NSIC Exhibition Grounds, Okhla for the first time will experience the grandness of India’s most successful Organic Fair in India. The eighth edition of BIOFACH India together with INDIA ORGANIC will be opening its doors for three days showcasing the country’s organic diversity.

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 to host the next ***Organic World Congress*** from 9 – 11 November 2017 in New Delhi 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.

Highlights of the Event:

- **New Delhi as a venue** – We are pleased to announce the show for the first time in the capital city- New Delhi. The venue, NSIC Exhibition Ground, Okhla is strategically located in the heart of New Delhi which is a hub to the big organic retail chains and will attract buyers and visitors from the organic sector not just from Delhi but all over India.

- **Strong Organic Presence** – A niche and exclusive International trade show on organic products in India that has a strict certification criteria thereby ensuring the quality of the products on display.
- **International Buyer's Delegation** – Business development is a key theme of the trade fair and this gets concentrated at the personalized B2B meetings organized onsite during the event. 273 B2B meetings took place during all the three days of the show in 2015 where 13 International buyers from USA, Germany, Italy, South Korea, Netherlands and the Middle East and 13 domestic buyers met producers and were able to specifically extend their network and develop new procurement sources. B2B records show that business worth 570 million was generated. Similar buyer delegation will be organized in 2016.
- **High quality seminar program** - 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.
- **Consumer Connect Program** – The further training of end-consumers in connection with organic will be the focal point of the so-called “CONSUMER CONNECT” initiative.

Nutrition experts will be graphically familiarizing the participants with this diverse theme. This 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 will once again participate in a workshop explaining the advantages of organic agriculture and lifestyle through exciting presentations. 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.

- **The exhibition comprises of 2 sections** - The BIOFACH section which will have Indian and International organic producers showing 100% certified organic products. The IINDIA ORGANIC section accommodates Organic stakeholders from India, in particular Central / State Government Pavilions and Farmer Groups with products which are 100 % organic however without “certified organic” status as they are still in conversion process.

The organisers of BIOFACH INDIA together with INDIA ORGANIC are NuernbergMesse India (NMIND) together with the International Competence Centre of Organic Agriculture (ICCOA) who are the co-organizers. Leading private organic stakeholders such as Nature Bio-Foods Ltd., Amira Pure Foods Pvt. Ltd., Sresta Natural Bioproducts Pvt. Ltd., Brahm Arpan Organic Pvt. Ltd., MRT Organics, Mehrotra Consumer Products Pvt. Ltd., Radico, Agronic Food Inc., Suminter India Organics, Sarveshwar Organic Foods Ltd., Phalada Agro

Research Foundation Pvt. Ltd., Rapid Organic, Sunstar Overseas Ltd., Amaara Food & Wellness Pvt. Ltd., Terra Firma |Projects Pvt. Ltd. And many more.

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

BIOFACH INDIA together with INDIA ORGANIC is India's largest platform for the organic industry and the last edition of the event in 2015 witnessed participation by 170 exhibitors and interested visitors from relevant sectors.

Sonia Prashar, Managing Director, NuernbergMesse India reiterates 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.”*

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 – our next venue for the show, is ready to welcome our stakeholders with open arms.” says, **Manoj Kumar Menon, Executive Director ICCOA**

Exhibitors: Satisfaction 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.”*

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**

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