



India's largest International Trade Fair on Organic Products marks grand success, confirming that "Organic is the Way"

Positions India as the Emerging Leader in the Industry!

- **BIOFACH INDIA 2019** in its 11th edition sets a new record with 20% growth surge
- **Success all the way:** Prominent organic associations such as - International Federation of Organic Agriculture Movement (IFOAM), International Competence Centre of Organic Agriculture (ICCOA), Organic Farming Association of India (OFAI), Food Safety Standard Authority of India (FSSAI), Biodynamic Association of India (BDAI) and Association of India Organic Industry (AIOI) converged to strengthen the Indian organic movement
- **New opportunities:** Over 9000 trade visitors including 100+ international buyers from over 40 countries generated great opportunities for all the organic producers.

Great opportunities for investment, exceptional business deals, remarkable number of extremely promising contacts and a fabulous platform for the Indian organic industry - these were the ingredients that crafted the 11th successful edition of BIOFACH INDIA organized jointly by the NuernbergMesse India and the Agricultural & Processed Food Products Export Development Authority (APEDA). This year's show brought the highest attendance and an active participation from every quarter, which proves that the organic industry in India is poised for great transformation in the coming years.

Mr. Paban K. Borthakur- Chairman, Agricultural and Processed Food Product Export Development Authority (APEDA), Mr. Michael Kessler- Agricultural Counsellor, Embassy of the Federal Republic of Germany, Ms. Sonia Prashar- CMD, NuernbergMesse India Pvt. Ltd. inaugurated the event. Other eminent dignitaries present at the inauguration included Dr. Tarun Bajaj, General Manager, (APEDA), Ms. Louise Luttkholt, Executive Director, IFOAM Organics International, Ms. Jennifer Chang- Vice President, IFOAM Organics International, Mr. K.P. Illiyas- President, OFAI, Dr. Tej Pratap- President ICCOA and other industrial stakeholders.

Key Highlights:

Trade Fair: Successful participation by 196 exhibiting companies comprising of private companies, Govt. Boards, certification bodies and organized pavilions by various states of India, who displayed a wide variety of attractive products from verticals such as food and beverage, natural care & wellness, textiles, certification.

International Buyer's Delegation: 100+ international buyers visited the event to specifically extend their network and develop new procurement sources.

Country Pavilions by Germany and Russia had an interesting display of organic and natural products which generated a lot of interest for the visitors at the show.

State Pavilions: Organized pavilions from several states of India showcased a wide variety of products. Major highlight at the event were the products from North-Eastern states, the new hub of Indian organic farm products.

Organic Farmer's Market & Conference: Themed "Organic for my plate and palate". Organized by OFAI on the first day of the show enthralled the audience with success stories of farmers practicing organic farming all across India.

High engagement conferences: Knowledge sessions, in addition to business and networking, scored high among the delegates' event experience. The technical sessions on the current practices/trends/challenges faced by the organic sector with eminent key national and international speakers from the organic industry were received with great interest.

It was an eventful weekend at India Expo Centre (IEML) in Greater Noida with two shows simultaneously with similar goals of addressing wellness and lifestyle choices - **BIOFACH INDIA** and **AYURYOG Expo** (World Assembly of Ayurveda, Yoga and Naturopathy) organised by IEML and EPCH.

"It's a great feeling to see BIOFACH INDIA setting a new benchmark in every edition. The current edition became more special as 100+ International buyers from more than 40 countries joined the bandwagon. There has been an increase of 17% in the total footfall. We feel extremely proud that we along with NuernbergMesse India have felicitated an ideal platform for networking with the entire organic agriculture fraternity comprising of organic product exporters, retailers, traders, processors, certification bodies and certified farmer groups." said **Mr. Paban.K. Borthakur, Chairman, APEDA.**

"For more than a decade, BIOFACH INDIA has been the best platform for all the organic enthusiasts not only in India but overseas as well. The ecstatic numbers of exhibitors, visitors and partners itself speaks volume about the brand. The effort put into by all the members, partners has taken it to the next level. It is not just an exhibition anymore, but a strong platform for knowledge enhancement for the MSMEs and all the aspirants." said **Sonia Prashar, Chairperson of the Board and Managing Director, NuernbergMesse India.**

About BIOFACH World

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world's leading trade fair for organic food. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national supporting organization is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in China, India, Japan, South America, Thailand and the USA, BIOFACH World has a global presence and year for year brings together more than 4,000 exhibitors and 150,000 trade visitors.

About NürnbergMesse India

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates.

The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

More information at: www.biofach-india.com