

Mumbai, India / 25th September 2017

Annapoorna World of Food India 2017: all-time high visitor turnout, Marks itself as benchmark trade fair for Food & Beverage retail trade in India

A record number of 8305 trade visitors – an increase of 35% and 232 exhibitors from 21 countries – an increase of 77% from last edition witnessed the three-day mega event, with pavilions from European Union, Poland, Republic of Korea, Turkey, USA, State pavilions and a special pavilion by DIPP

The 12th edition of Annapoorna World of Food India – International Exhibition for food and beverage trade has once again proved its mettle as a benchmark trade fair for Food and Beverage retail industry in the Indian Subcontinent. This unique B2B platform was organized during Sep. 14 – 16, 2017 at Hall no. 5, Bombay Exhibition Center, Mumbai.

Grand Inauguration of Annapoorna World of Food India 2017 was held on 14th September at Hall No. 5, Bombay Exhibition Center and was inaugurated by Hon'ble Minister of Food Processing Industries, Ms. Harsimrat Kaur Badal in the gracious presence of His Excellency Mr. Tomasz Kozlowski, European Union, Ambassador to India, Mr. Rashesh Shah, Senior Vice President, Federation of Indian Chambers of Commerce and Industry (FICCI) & CEO, Edelweiss Group, Shri Chhagan Lal Mundra, Chairman, Chhattisgarh State Industrial Development Corporation (CSIDC), Mr. Kumar Rajagopalan, CEO, Retailers Association of India (RAI) and Mr. Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd. In her inaugural speech, Ms. Harsimrat Kaur Badal mentioned that in the current date as part of the Government initiative Nine mega Food Park has already opened and three more will be operating shortly. Government has offered Rs 50 crores to mega Food Park. She also added, "The biggest challenge faced by the processing sector is the inadequate infrastructure. However, the government of India is working to improve the same, as it has emerged the doubling of farmer's incomes by 2022." His Excellency Mr. Tomasz Kozlowski, European Union, Ambassador to India, has emphasised that India is a strategic partner for EU and their co-operation is firm with India.

Inauguration ended with vote of thanks by Mr. Ashwani Pande, Managing Director, in his speech, Mr. Pande expressed sincere thanks to all the stakeholders of this exhibition particularly to Ms. Harsimrat Kaur Badal for her vision to make India as sourcing hub for the Agri Food and Beverage products and H.E Tomasz Kozlowski and his team for successfully realising EU pavilion and he also expressed his sincere thanks to the organisers of Korea Pavilion i.e., aT centre, Poland i.e., National Support Centre for Agriculture, USDA, organisers of Turkey pavilion and other national and international exhibitors.

Annapoorna World of Food India has witnessed not only the trade visitors from various industry sectors of food and food retail sector from India. But also the presence of delegations from Ukraine, Argentina and Maldives highlight the importance of Indian Food trade and the importance of Annapoorna World of Food India for the growth and development of Indian Food Industry.



ANNAPOORNA WORLD OF FOOD
INDIA 2017
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www.worldoffoodindia.com

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Special highlights of Annapoorna World of Food India include second time pavilion by European Union where in food and beverage producers from 22 companies from 11-member states of the European Union were present to encourage a wider distribution of European products in the Indian market and inspire Indian consumers to add EU flavours to the Indian culinary tradition.

Korea Agro-Fisheries & Food Trade Organization has for the 5th time organized a pavilion with food and beverage manufacturers from Korea. 18 companies from Korea displayed their products. Poland pavilion organized by National Support Centre for Agriculture presented its regional food & beverages.

For the very first time, Annapoorna World of Food India 2017 witnessed the participation of the Turkish Pavilion. 11 companies from Turkey displayed their products ranging from Apricots, Juices, Olives, Olive Oil, Oregano, Sauces, Vinegar etc. The exhibition also had sizable presence of USA pavilion endorsed by USDA, which had products such as snacks, cookies, spreads, nutritional bars amongst others.

Besides international pavilions, Ministry of Food Processing Industries, Indian states Viz., Chhattisgarh, Gujarat, Jharkhand, Maharashtra, Odisha and Kerala organized pavilions showcasing their investible projects in the Food Sector amongst the International delegates & investors and providing small and medium food and beverage manufacturers as part of their pavilion new business opportunities in the trade fair.

Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce, Government of India for the very first time organized pavilion with the theme "Jewels of India, Made in India, Made for World" was an attraction to the trade show wherein 50 Food Related Geographical indication's from across the nation.

Live demonstration area received a very good response where the visitors witnessed the culinary skills of highly reputed celebrity chef- Anupa Das from Food Food Channel along with other celebrity chefs, which created quite a buzz in the trade fair.

Conferences inspire new opportunities for the food & beverage industry

The Concurrent Conference organised by FICCI on "**Food Regulations and Growing Opportunities in Indian Food Processing Industry**" was addressed by Mr. Prabodh Halde, Regulatory Head, Marico Pvt Ltd, Mr. KN Sateesh, IAS, Director of Industries, Govt of Kerala, Mr. Sunil Mishra, Managing Director, CSIDC, Mr. Vikram Kumar, Joint Chief Executive Officer, MSIDC. The deliberation at the conference was very well appreciated by all the participants from India and abroad. All the speakers has emphasised on the need of the hour to improve on Indian Food Processing industry particularly three main principle of scientific, safety, assessment and risk analysis.

Retailers Association of India, organised conference on "Food Retail in India – Opportunities, Challenges & Trends" and was addressed by Ms. Manjiri Chunekar, Managing Director, Grassroot Nutrition on subject - Supply Chain Challenges in Food Retail., Mr. Gopal Naik, Sr. Vice President and Head – Legal, Aditya Birla Retail Ltd. on subject - Food Safety Challenges, Ms. Sampada Gadgil, GM & Head Legal, Hypercity Retails (India) Ltd., on subject - Labeling requirements for Food Products.

Along with the trade fair and conferences, a high profile CEO Round table conference on the topic, **Glocalization: Changing face of Indian Food Industry** was also organised on 15th September 2017, in association with Retailers Association of India (RAI). Panellists for the Round Table conference include, Mr. Damodar Mall, CEO, Reliance Retail Ltd., Mr.

Harpal Singh Sokhi, Celebrity Chef, Mr. K RadhaKrishnan, Co-Founder, Grocermax, Mr. Ramesh Menon, CEO, Hypercity Retail (India) Ltd., Mr. Sadashiv Nayak, CEO, Big Bazar, Mr. Shitij Agarwal, CEO, Sahyadri Agro Retails Ltd. The deliberations by the panellist was very well appreciated by 400 attendees from different sectors and countries.

Annapoorna Food Retail Awards 2017

Concurrent to the exhibition for the first time, Annapoorna Food Retail Awards was organized in association with Retailers Association of India (RAI), to recognize companies/ individuals for their exemplary contribution to the Indian Retail Industry.

An esteemed jury panel for Annapoorna Food Retail Awards comprised of Chef Abhiru Biswas, Director & Technical Advisor, Sheer Delite Confectionery LLP, Mr. Anil Talreja, Partner, Deloitte India, Chef Harpal Singh Sokhi, Dr. Jurgen Morhard, Consul General, Federal Republic of Germany, Mr. Kumar Rajagopalan, CEO, Retailers Association of India, Ms. Marika Jakas, Counsellor, Head of Trade and Economic Affairs, EU, Dr. Prabodh Halde, President, AFSTI & Head Regulatory, Marico Ltd, Mr. Sagar Anand Kurade, CMD, Suman Project Consultants and Mr. Gerald Bose, President & CEO, Koelnmesse GmbH were brought together to find the best out of the best. Eventually based on various parameters esteemed jury announced the winners for various categories. The winners were:

Supermarket of the Year: 24 by SEVEN

Hypermarket of the Year: Spencer's Retail & Reliance SMART (Joint winners)

QSR of the Year: KFC & Natural Ice Creams (Joint winners)

Restaurant of the Year: Jonah's Bistro

Food Startup of the Year: Go4fresh.in

Food CEO of the Year: Mr. Damodar Mall, Reliance Retail Ltd.

The awards were given away at a gala ceremony in the presence of the who's who of food industry in India.

Annapoorna World of Food India, by its increasing quality in the exhibitors and visitors has paved a way as a most sought-after trade fair in India.

The Next edition of the exhibition will be organised from Sept. 27 – 29, 2018, at Hall no. 6, Bombay Exhibition Centre, Mumbai, concurrent to ANUTECH – International FoodTec India, ANUTECH Ingredients India, PackEx India and Food Logistics India.

To learn more about ANNAPOORNA WORLD OF FOOD INDIA: visit www.worldoffoodindia.com

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About the Organisers

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

FICCI is the largest and oldest apex business organization in India. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

Further information is available at: www.ficci.com

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The next events:

Anuga, Cologne, Germany, 07.-11.10.2017

Veganfach, Cologne, Germany, 03.-04.11.2017

ISM, Cologne, Germany: 28.-31.01.2018

Note for editorial offices:

ANNAPOORNA WORLD OF FOOD INDIA 2017 photos are available in our image database on the Internet at www.worldoffoodindia.com;

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