

Day 3 / Mumbai, November 16, 2014

## **International FoodTec India and PackEx India 2014: Achieve Phenomenal Visitor Record, extraordinary presence of international brands dedicated to processing, packaging and manufacturing consultancy.**

**With an increase of 6% in visitor and 38% in the number of exhibitors, the exhibition was extremely successful. Over 12,000 trade visitors came to the Bombay Convention & Exhibition Centre during November 14 to 16, 2014 to get information about technological solutions for the food and drink industry and for the packaging industry.**

International FoodTec India, Sweet and SnackTec India, Dairy Universe India and PackEx India 2014 concluded on a high note. Almost all the exhibitors from India and abroad were quite satisfied with the quality and quantity of the visitors who attended the trade fair. The 2014 edition saw an increase of 6%, up to 12,007 visitors. For the first time most of the key visitors from different industry sectors were present during all the three days visiting at the exhibition and constructively gathered insights into the technologies for the food and drink processing and packaging industries. A total of 466 exhibitors from over 30 countries presented their products and technologies on the three trade fair days, 48% of which were international brands. The exhibition once again confirmed its position as the best business platform that provides customized solutions for the Indian market.

A striking feature this time was that the stand presentations of the exhibitors which were substantially more extravagant than in the past years. The picture on the trade fair ground was characterized by intensive technical discussions at trade fair stands with lots of visitors. International FoodTec India 2014 acted as a great platform for buyers and sellers of technology in food, drinks, dairy confectionary, snacks, pharmaceuticals and cosmetics along with others to exchange dialogues to facilitate more business for future. It also gave the exhibitor's existing clientele an insight into the latest manufacturing technology techniques. The stream of visitors continued unabated even on Sunday, the last trade fair day.

Exhibition inauguration was held in the presence of Mr. Geoffrey van Leeuwen, Consul General, Consulate General of the Kingdom of The Netherlands, Mr. Erdal Sabri Ergen, Consul General, Consulate General of The Republic of Turkey, Ms. Simone Schiller, Managing Director, Food Business German Agricultural Society (DLG), Mr. Arun Patil, Chairman, Indian Dairy Association



International FoodTec  
India  
14.-16. 11, 2014  
International Supplier Fair for  
the Food and Drink Industry

[www.foodtechindia.com](http://www.foodtechindia.com)

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(West Zone), Mr. Subhash Mandge, Chairman, National Cooperative Dairy Federation of the India Limited, Mr. Ratan Singhania, President, Indian Pharma Machinery Manufacturers Association, Mr. Sanjeev Gupta, President, Agro & Food Technology Providers Association of India, Mr. Lars Dithmer, COO & Managing Director, Alfa Laval (India) Ltd., Mr. Denis Steker, Vice President International, Koelnmesse GmbH and Mr. Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd.

In his inaugural speech, Mr. Geoffrey van Leeuwen, Consul General, Consulate General of the Kingdom of The Netherlands, has expressed his satisfaction with the active participation of 21 Dutch companies including the pavilion organized by FME / NAFTC. The Consul General assured the audience of future cooperation for the exhibition.

Mr. Erdal Sabri Ergen, Consul General, Consulate General of The Republic of Turkey, announced that there will be even better participation in terms of both exhibitors and visitor in the future editions of International FoodTec India and PackEx India.

The organizers Koelnmesse YA Tradefair India Pvt. Ltd., Indian Subsidiary of Koelnmesse GmbH also drew a positive balance. "We have achieved a new level with this result. Our success will be measured by the opportunities; the business and the value addition that we as an exhibition organizer are able to give to our exhibitors. All the exhibitors are really happy with us and this in turn makes us happy. Our exhibitors success is rightly our success", said Ashwani Pande, Managing Director, Koelnmesse YA Tradefair India Pvt. Ltd. "Our expectations with respect to the number of visitors and competence have been considerably exceeded. You sense a very positive mood with corresponding investment projects. The trade fair has become the optimum platform for the industry, and the many high-quality contacts promise good trade fair follow-up business", said Denis Steker, Vice President International at Koelnmesse GmbH.

The exhibition had international pavilions from China, Europe, France, Germany, Italy, Republic of Korea, The Netherlands and Turkey. The exhibition proved out to be a great source for knowledge sharing with seminars on **'Future of Milk Based Nutraceuticals'** organized by **Indian Dairy Association (West Zone)**. The Guest of Honour for the seminar was Prof. Dr. G. D. Yadav, Vice Chancellor & Dr. Mrs. Smita Lele, AG Registrar, ICT (Institute of Chemical Technology) and Mr. M. D. Deore, Director – Toxicology, Johnson & Johnson, Eminent speakers panel include Mr. A. K. Bayati, GCMMF, Mr. Allan Brunn, Alfa Laval, and other important dignitaries. **'Packaging Innovations in Pharmaceutical industry'** organized by **India Pharma Machinery Manufacturers Association (IPMMA)** witnessed delegates like Ms. Neelam Lalwani, General Manager – Packaging, Sun Pharma Industries Pvt. Ltd. Mr. Sanjeev Khandelwal, Director Renewable Packaging, Stora Enso India., Mr.

Chander Mohan Negi, Asst. General Manager, Akumentis Healthcare Ltd., among others.

**Starting from 2015, the trade fair will become an annual show that alternates between the locations of Mumbai and New Delhi. This new schedule will even better cover the complete need for new technology in the food and drink industry and packaging industry of the Indian subcontinent.**

**The next edition of International FoodTec India along with its concurrent trade fairs Sweet & SnackTec India, Dairy Universe India and PackEx India will be organized during September 10 – 12, 2015 in Pragati Maidan, New Delhi.**

Further information, the list of exhibitors and information about the supporting programme: [www.foodtecindia.com](http://www.foodtecindia.com)

**About the organizer:**

Koelnmesse YA Tradefair Pvt. Ltd. is one of the leading trade fair organizers in India with the ability to bring markets and people together in an efficient and highly professional manner. Based on in-depth knowledge of the Indian market, it organizes trade fairs on different business-to-business topics with active support from the principal company in Germany, co-subsidiaries, representatives and industry associations. Koelnmesse India's trade show portfolio includes industrial shows in heavy metal, dairy, food, food technology, chemical processing and packaging.

**Koelnmesse - Global Competence in Food:**

Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Thailand, in China, in Brazil, in In the United Arab Emirates, in Turkey and in India. 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. International FoodTec India is a strong member of this successful trade fair family.