

## Annapoorna World of Food India 2014: Another Benchmark trade fair in Indian subcontinent for food and beverage trade

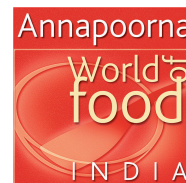
9<sup>th</sup> edition of Annapoorna World of Food India – International Exhibition for food and beverage trade has once again proved to be a benchmark trade fair in Indian Subcontinent for Food and Beverage trade industry. This unique B2B platform was organized during Sep. 24 – 26, 2014 at Hall no. 5, Bombay Exhibition Center, Mumbai.

Over 6007 trade visitors witnessed 186 Companies from over 25 countries, including country pavilions from Afghanistan, Argentina, Baltic Region, Europe, Greece, Korea and USA.

Grand Inauguration of the Annapoorna World of Food India 2014 was held on 24<sup>th</sup> September 2014 at Hall no. 5, Bombay Exhibition Center and was attended by H.E. Mrs. Monique Pariat, Deputy Director General of the European Commission, H.E. Mr. Joao Cravinh, Ambassador of the Delegation of the European Union to India, Mr. Tadeusz Nalewajk - Honorable Deputy Minister of Agriculture and Rural Development of the Republic of Poland, Mr. Jaime Nualart, Ambassador of Mexico, Mr. Praveen Mittal, Jt. Director, FICCI, Mr. Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd. and other dignitaries.

The product spectrum at the fair ranged from various Raw and process materials, food additives, fruits & vegetables, breadcrumbs, baking agents, raw ingredients, nutrients like pasta, pulses, oat products, cereals, muesli, different kinds of preserves, olives, different kinds of sauces and seasonings, nuts, dried fruits, oils, health foods and dietetic products, confectionary and snack products, frozen foods, chilled food, dairy products, alcoholic and non-alcoholic beverages and equipment for foodservice and catering.

Annapoorna World of Food India for the first time hosted European Union Pavilion organized by European Commission where in food and beverage producers from different European countries displayed their food and beverages. As part of "European Dining" - a theme pavilion organized by Spanish Food and Drink Industry Federation (FIAB) on behalf of European Union, a series of workshops, live cooking sessions by



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reputed chefs, wine tasting sessions, etc. were organized educating the audience about the European gastronomy. These two activities were among the most attractive activities at the fair.

The USA pavilion, organized with the support from USDA was inaugurated by Mr. Thomas L. Vajda, Consul General of USA in Mumbai. The pavilion had 5 exhibiting companies showcasing their products like pistachio, walnuts, almonds, peanut butter, etc. The exhibitors from USA expressed their satisfaction with the overall organization of the fair.

Korea Agro-Fisheries & Food Trade Organization has for the 2<sup>nd</sup> time organized a pavilion of food and beverage manufacturers from Korea. 20 companies from Korea displayed their products ranging from fruit teas, mushroom, frozen food, chocolates, candy's, alcoholic and non-alcoholic beverages, natural mineral water, dried food products, meat products, seasoning products, etc. This has been the largest Korean representation in any food and beverage trade fair in India.

For the first time in any trade fair in India, Enterprise Greece – an official agency of Greece has organized a group of 7 food and beverage product manufacturers to display their products to the enthusiastic visitors of Annapoorna World of Food India.

The Pacific Alliance – a regional integration initiative of its member countries, Columbia, Peru & Mexico had its presence in Annapoorna World of Food India by displaying interesting products from these countries.

Afghanistan Holding Group (AHG) organized a delegation of 10 companies from Afghanistan, which are into production of food and agriculture products. The representatives of AHG expressed their satisfaction with respect to the response received for their products on display.

The trade promotion wing of Consulate General of Argentina in Mumbai has organized a group participation of Argentinian companies which are in to manufacturing of fresh fruits like apples, pears, oranges; beans, peas, etc.

Indian - Baltic Chamber of Commerce (IBCC), a public non-profit enterprise established in order to promote, develop and encourage information, trade, investment, education, cultural, tourism as well as other economically constructive

relationships between Indian and Lithuanian Republic and the Baltic countries organized a group participation of food and beverage manufacturers from the Baltic Region. Products varying from condiments, chocolates, alcoholic drinks, fruits and vegetable products, dairy products, etc. were on display at this pavilion.

Besides international pavilions, Ministry of Food Processing, Government of India, Governments of the states of Orissa and Jharkhand organized pavilions by bringing in small and medium food and beverage manufacturers as part of their pavilion and then opening them new business opportunities.

NIFTEM, National Institute of Food Technology Entrepreneurship and Management, an apex institute of global standards in food technology entrepreneurship and management showcased their objectives and achievements at this trade fair. Live cooking sessions by renowned chefs, wine and other alcoholic drinks tasting sessions were add-on highlights of this trade fair.

Some important buyers who were present at Annapoorna world of Food India includes Accor Group, Aditya Birla Group, Amaya Impex, Ambika Global Foods & Beverages, Bajoria Foods, Barista, Café Buddy's, Dmart, Epicerie Brands, Fabs International, Future Group, Global Business Links, Godrej Natures Basket, Groceries Impex, Haiko Super Market, Hypercity, ITC Welcome Group, Marriot Hotels, Metro Cash & Carry, Reliance Retail, Ryan Marketing, Rovin Impex, Sovan Trading, Suresh Kumar & Co., Taj Sats Air Catering, Tesco, Top Notch Retail, Tree of Life, TJUK Trade Networks, V K Foods & so on.

Increase in the quality of the exhibitors and visitors once again made Annapoorna World of Food India as an most sought after trade fair in India.

The next edition of Annapoorna World of Food India scheduled to be organized during September 14 – 16, 2015 at Bombay Exhibition Center, Mumbai.

For more information please visit: [www.worldoffoodindia.com](http://www.worldoffoodindia.com)

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