



**BIOFACH 2023**  
NURNBERG, GERMANY  
14<sup>th</sup> TO 17<sup>th</sup> FEBRUARY 2023



APEDA participated in BIOFACH 2023 under INDIA pavilion at an area of approx. 365 sq.mtrs. Mr. Prashant Waghmare, Deputy General Manager & Mrs. Shobana Kumar, Assistant General Manager represented APEDA along with 9 no. of exporters in the pavilion. List of exporters are detailed below.

M/s. Sarwam Organics Pvt. Ltd.,Karnataka  
M/s. Prerana Industries, Karnataka  
M/s. Pratithi Organics Foods Pvt Ltd, Haryana  
M/s. Organic India Pvt Ltd, Uttar Pradesh  
M/s. Suminter India Organics Pvt Ltd., Mumbai  
M/s. G. T. Brothers and Co., J&K  
M/s. Shivang Exports, Rajasthan  
M/s. Star Global Multi Ventures Pvt Ltd., New Delhi  
M/s. Okayti Tea Company Ltd., West Bengal

In the pavilion a separate meeting room was made available for APEDA officials to conduct meetings with VIPs. To facilitate exporters to have meetings with stakeholders, separate meeting area was constructed in the pavilion. Officials from Karnataka and Assam State govt., exporters were able to conduct meetings regularly with the stakeholders in the area specified during the fair.

IYOM 2023: International Year of Millets-IYoM (2023) is being celebrated with an objective to raise awareness on the nutritional and health benefits of millet consumption and their suitability for cultivation under adverse and changing climatic conditions. The objective also draw focus for enhanced investments in R&D and extension services related to millets.

To popularize Indian millets and its value added products globally, APEDA formulated a strategy to promote export promotion by participating in International Trade Fairs during the year 2023. Accordingly, during BIOFACH 2023, APEDA created a special pavilion to showcase millet & millet value added products along with other certified organic products. Short films on Indian Organic and millets were put on big screen to play continuously for information of stakeholders.

***Inauguration:*** The APEDA stall was inaugurated by Mr. Mohit Yadav, Consul General, Embassy of India, Munich on 14<sup>th</sup> February 2023. The Consul General on interaction with APEDA officials on India's trade with Germany highlighted the opportunities available for certified Indian products in German markets, also suggested APEDA to have continued participation with more number of participants.



Inauguration of APEDA pavilion by Mr. Mohit Yadav, Consul General Embassy of India, Munich, Germany  
The Consul General went around the pavilion, interacted with all the exporters and informed them about the opportunities available for certified food products in European markets.



Consul General's interaction with APEDA officials and Exporters

### **Visit of Agriculture Minister, Maharashtra:**

On 16<sup>th</sup> February, Hon'ble Minister for Agriculture, Govt. of Maharashtra, Shri Abdul Sattar alongwith Commissioner Agriculture Sh. Sunil Chavan and his team visited APEDA pavilion at BIOFACH. The Minister and his team tasted "Millet Upma" and Biryani during wet sampling and enjoyed the cuisine. The Minister witnessed Mehendi Corner at APEDA stall and appreciated APEDA's arrangements in the trade fair.

The Hon'ble Minister interacted with all the exporters participated under APEDA pavilion and also appreciated the arrangements made by APEDA, specifically Millet Promotion through wet sampling.



## **Organic Products promotion:**

**Display of products:** Display unit consisting of 16 shelves was created to showcase certified organic products of exporters participated as co-exhibitors. There were a range of certified products viz., millets, rice, pulses, oilseeds, sugar, saffron, dry fruits & nuts, tea, coffee, moringa powder, herbs, herbal supplements, spices, henna, plant based meat products, Tulsi tea range, saffron tea etc.



**Wet sampling:** APEDA organised wet sampling of Biryani, both veg & non-veg, made out of Basmati Rice. Millet cuisine viz., Khichdi, Noodles, Upma and Soup during 14<sup>th</sup> to 17<sup>th</sup> Feb 2023. Separate area was allotted for live cooking of millet cuisines and tasting campaign. On 16<sup>th</sup> Feb Tea sampling was done by M/s. Okayti Tea Company, Kolkata. The tasting campaign pulled many visitors to APEDA Stall.

**Millet promotion:** After describing millets as “SHREE ANNA”, the mother of all grains during Budget speech, APEDA during its participation in BIOFACH Fair created “**SHREE ANNA**” standees with millet cuisine photos viz., and placed them in the wet sampling area. Wet sampling of Millet Khichdi, Noodles, Upma and Tea were organized during the fair. Also certified raw millets were displayed in Millet pavilion.





**Henna (mehendi) activity:** To create attraction among visitors, APEDA created henna corner. Many visitors from other countries happily applied mehendi in their hands.



**International Certification Bodies:** International Certification Body representatives from Germany and Italy visited APEDA pavilion and interacted with APEDA officials with regard to establishing an office in India for organic certification. The representatives have been encouraged to set up an office by obtaining legal status in India and apply for NPOP accreditation. This establishment will help to give more option of certification bodies for Indian organic exporters.

**Trade enquiries:** APEDA received many trade enquiries with regard to sourcing of certified organic spices, rice, raw millets, millet pasta, noodles, soup, mango and other fresh fruits, moringa powder, dry fruits, tea, coffee etc. Some of the enquiries were directed to the exporters present in BIOFACH. The list of enquiries received are at the end of the report.

**Feedback:** APEDA prepared a feedback form and circulated among all the exporters under APEDA pavilion to understand the volume of business generated from the fair and also suggestions for future participation. Since the hall was remotely located the exporters received some fruitful & valuable business enquiries. Further, they informed that if APEDA had space at Hall no.5, which is the most prominent location, the footfall would have been higher.

The questionnaire prepared by the Embassy of India, Munich was also circulated by APEDA to all the Indian exporters. The inputs have been



collected. As per the feedback, products with high demand in German markets have been identified as Fruits & vegetables, Cereals & legumes, cosmetics, tea, coffee, herbal hair colour, plant extracts & herbs, spices, meat and other animal products, milk and dairy products, all Indian commodities, essential oils etc.

**Suggestions for future participation** : The Consul General, Indian Embassy, Munich suggested APEDA officials the following for future participation in BIOFACH:

- a. To develop trade in the Country, a survey of potential products may be undertaken before participation.
- b. Same team from APEDA may come in the event as their previous experience may help for development of trade.
- c. To improve stakeholders attention suggested to display products with recommended packaging and labelling in German language.
- d. Promotional brochures & pamphlets in German language may be prepared and circulated during the fair
- e. Renowned chef from Germany may be hired for live cooking of millet dishes during the fair to give wider publicity.

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## TRADE ENQUIRIES

S.NO	NAME OF THE COMPANY & DETAILS	PRODUCTS
1.	JATUPHONG WINGWAN BIO ASIA ( THAILAND ) LTD 100/104 VANGVANIJ BUILDING B, 30 <sup>TH</sup> FLOOR, RAMA 9 RD.,HUAI KHWANG, BANGKOK, THAILAND 10320 TEL : +6626451181 FAX : +6626451184 EMAIL : <a href="mailto:jw@bioasia.co.th">jw@bioasia.co.th</a> WEBSITE : <a href="http://www.bioasia.co.th">www.bioasia.co.th</a>	CERTIFIED INDIAN PRODUCTS
2.	DR.GASHERI MUGAO C.E.O SNSHETH NATURALS TEL : +254 795821014 EMAIL : <a href="mailto:gasheri@sheth.co.ke">gasheri@sheth.co.ke</a> WEBSITE : <a href="http://www.sheth.co.ke">www.sheth.co.ke</a>	MILLET SOUPS
3.	BIO ORGANIK CONTACT AGENT : OMEROVIC MESA TEL : + 41 78 975 40 45 G.VRSINJE 75446 MILICI BOSNA & HERZEGOVINA WEBSITE : <a href="http://www.bioorganik-podrinje.com">www.bioorganik-podrinje.com</a>	FRUITS
4.	JURASSIC FRUIT CLEMENT.M WEBSITE : <a href="http://jurassicfruit.com">jurassicfruit.com</a> TEL : +33624297000 EMAIL: <a href="mailto:clement.m@jurassicfruit.com">clement.m@jurassicfruit.com</a> <a href="mailto:info@tesinma-gmbh.com">info@tesinma-gmbh.com</a>	FRESH MANGOES AND OTHER FRUITS, BLENDED SPICES & DRIED FRUITS
5.	HARVESTA DRIED FRUITS AND NUTS SVETOSLAV SMILKOV LOCATION : HARVESTA INC. 8000 BURGAS, BULGARIA TEL : 359 87 606 5566 WEBSITE : <a href="mailto:ssmilkov@harvesta.eu">ssmilkov@harvesta.eu</a> <a href="http://www.harvesta.eu">www.harvesta.eu</a>	CERTIFIED DRY FRUITS
6.	A.VOGEL VANATHY ERAMBAMOORTY LEITERIN ANBAU/ HEAD OF CULTIVATION A.VOGEL AG GRUNAUSTRASSE 4. CH-9325 ROGGWIL TG TELEFON : +41 (0) 71 454 69 13 EMAIL : <a href="mailto:v.erambamoorthy@hotmail.com">v.erambamoorthy@hotmail.com</a> WEBSITE : <a href="mailto:v.erambamoorthy@avogel.ch">v.erambamoorthy@avogel.ch</a> <a href="http://www.avogel.ch">www.avogel.ch</a>	CERTIFIED INDIAN PRODUCTS
7.	DOALINN ZAFER OZGUNAY HALIL RIFAT PASA MAH. NAZLI SK. BIRINCI APT NO:1-5KAT:2 D:18 P.K:34384 SISLI, ISTHANBUL-TURKIYE PHONE : +90 (212) 222 22 65 MOBILE : +90 (533) 251 74 59 EMAIL : <a href="mailto:zaferozgunay@orlifeglobal.com">zaferozgunay@orlifeglobal.com</a> WEBSITE : <a href="http://www.doalinn.com">www.doalinn.com</a>	CERTIFIED INDIAN PRODUCTS

8.	<p>GREENON LTD  JHON KWAK  #208,584, GYEONGIN-RO,GURU-GU,  SEOUL, 08213, REPUBLIC OF KOREA  MOBILE : +82-10-4494-2345  TEL : +82-2-6278-5272  FAX : +82-2-6278-5273  EMAIL : <a href="mailto:gfkorea1@gmail.com">gfkorea1@gmail.com</a>  : <a href="mailto:johnkwak1979@naver.com">johnkwak1979@naver.com</a></p>	CERTIFIED INDIAN PRODUCTS
9.	<p>PELLEGRINO MASSIMO  SEEDE LEGALE :VIA BORMIDA, 5770022  ALTAMURA (BA)  DEPOSITO : PARCHI CALIA, Z.I. VIA  PACCIARELLA,  ALTAMURA (BA)  CELL : +39 335 6288767  CELL : +39 339 2458632  CELL : +39 331 5755298  TEL UFF : +39 339 4879778  FAX : +39 080 3163015  EMAIL : <a href="mailto:maxpellegrino@virgilio.it">maxpellegrino@virgilio.it</a>  PEC : <a href="mailto:pellegrinomassimo66@pec.it">pellegrinomassimo66@pec.it</a></p>	BEET PULP
10.	<p>DOHLER GMBH  RIEDSTRABE  64295 DARMSTADT  GERMANY  PHONE : +49 6151 306-3760  MOBILE : +49 176 -3027-3760  EMAIL : <a href="mailto:jan.fritz@doehler.com">jan.fritz@doehler.com</a>  WEBSITE : <a href="http://www.doehler.com">www.doehler.com</a></p>	STEVIA LEAVES
11.	<p>TESINIMA GMBH-COOPERATION FOR STRENGTH  TESFAY YHDEGO ( CHAIRMAN)  BOSCHSTRASSE 7  28857 SYKE  GERMANY  TEL : +49-4242-6098241  MOBILE : +49-152-55315467  FAX : +49-4242-5090309  EMAIL : <a href="mailto:info@tesinma-gmbh.com">info@tesinma-gmbh.com</a>  WEBSITE : <a href="http://www.tesinma-gmbh.com">www.tesinma-gmbh.com</a></p>	CERTIFIED INDIAN PRODUCTS, BLENDED SPICES & DRIED FRUITS
12.	<p>YOFIX  YOFIX PROBIOTICS LTD  RONEN LAVEE  FOUNDER &amp; CTO  3HABOSEM ST, P.O BOX 12290, ASHDOD, 7761003,  ISRAEL  TEL : +972-54-450-3597  EMAIL : <a href="mailto:ronen@yofx.bio">ronen@yofx.bio</a>  : <a href="mailto:ronen@yofx.co.in">ronen@yofx.co.in</a></p>	MILLETS
13.	<p>NATUREZONA  MURUGAIAH GOBINATH FOUNDER&amp;CEO  MERGENTHALERALLEE 79-81  65760 FRANKFURT-ESCHBORN</p>	CERTIFIED INDIAN PRODUCTS

	<p>GERMANY  EMAIL : <a href="mailto:murugaiah@naturezona.com">murugaiah@naturezona.com</a>  PHONE: +49 162 66 424 66  WEBSITE : <a href="http://www.naturezona.com">www.naturezona.com</a></p>	
14.	<p>ASH.HALAI  NAM FOODS LTD  EMAIL: <a href="mailto:a.halai@namfoods.com">a.halai@namfoods.com</a>  TEL : +447837540078</p>	<p>MILLET PASTA SHAPES  MILLET NOODLE SHAPES  RICE, ORGANIC &amp;  CONVENTIONAL  BULK &amp; PRE PACKED</p>
15.	<p>APEX ( india leading coconut processing company )  GOKUL SHRINIVASAN  DIRECTOR OF BUSINESS DEVELOPMENT  70-1, DEVANA.T.K  TIRUPUR D.T  TAMILNADU , INDIA -638672  MOBILE : +91 9787272123  EMAIL: <a href="mailto:gokul@apexcoconuts.com">gokul@apexcoconuts.com</a>  WEBSITE:<a href="http://www.apexcoconuts.com">www.apexcoconuts.com</a></p>	<p>ORGANIC CERTIFIED  COCONUT &amp; COCONUT  PRODUCTS</p>
16.	<p>BONABIN  JOAQUIN MORENO  T : +33 (0) 156 30 08 34  P: +33 (0) 6 28 81 35 71  EMAIL : <a href="mailto:Joaquin.moreno@bonabio.fr">Joaquin.moreno@bonabio.fr</a>  WEBSITE : <a href="http://www.bonabio.fr">www.bonabio.fr</a>  BONABIO S.A.S  34 avenue de la villette  Bat EOg MIN de Rungis  94550 Chevilly-Larue  France</p>	<p>FRESH FRUITS MAINLY  MANGOES 4-5 TONS DURING  SEASON</p>
17.	<p>TILL LOEPER  Geschäftsführer  KRAUTER SCHULTE GMBH , Germany  PHONE : +49 7224 3876  EMAIL: <a href="mailto:info@krauterschulte.de">info@krauterschulte.de</a> ,  <a href="mailto:till.loeper@krauterschulte.de">till.loeper@krauterschulte.de</a>  WEBSITE:<a href="http://www.krauterschulte.de">www.krauterschulte.de</a></p>	<p>SPICES &amp; MORINGA</p>
19.	<p>TRE BIO  MARCO DELL'OSSO  EMAIL: <a href="mailto:delloso@tre-bio.com">delloso@tre-bio.com</a>  PHONE: +39 3420990356  WEBSITE: <a href="http://www.tre-bio.com">www.tre-bio.com</a></p>	<p>CERTIFIED INDIAN  PRODUCTS</p>
20.	<p>TRE BIO  RIMA SAHAKYAN  EMAIL: <a href="mailto:rima.sahakyan@tre-bio.com">rima.sahakyan@tre-bio.com</a>  PHONE: +39 3207667550</p>	<p>CERTIFIED INDIAN  PRODUCTS</p>
21.	<p>EMMA PASIANOTTO  TEL : 905.475.5050x 238  FAX: 905.475.6050/ 855.711.7779  EMAIL: <a href="mailto:emma@ecoideas.ca">emma@ecoideas.ca</a>; <a href="http://ecoideas.ca">ecoideas.ca</a>  630 NEWPARK BLVD, NEW MARKET, ON L3X 2S2</p>	<p>CERTIFIED INDIAN  PRODUCTS</p>
22.	<p>SUAN FARMA  TAMMY WALTON</p>	

	TEL:+ 201 343 1188 EXT.201 MOB: +801 870 8730 EMAIL : tammywalton@suanfarma.com	
23.	THANGAMMAN EXPORTS NAVANEETHAN VELLANAIPATTY THANGAVEL TEL: +49 17621485855, +919894231356 EMAIL: <a href="mailto:info@thangammanexports.com">info@thangammanexports.com</a> WEBSITE: <a href="http://www.thangammanexports.com">www.thangammanexports.com</a> NAVEEN ILLAM 3/B, SRI NAGAR, B.R.PURAM PEELAMEDU, COIMBATORE-641004. INDIA	CERTIFIED INDIAN PRODUCTS
24.	CLEARSPRING Authentic & Organic Fine Foods YOSHIFUMI KIHATA EMAIL: <a href="mailto:kihata@clearspring.co.uk">kihata@clearspring.co.uk</a> Direct: +81 (0)50 5361 8312 Clearspring Ltd 1-9A acton park Estate, London W3 7QE, UK TEL: +44 (0) 300 373 1919 WEBSITE:www. Clearspring.co.uk	CERTIFIED INDIAN PRODUCTS
25.	DR.GASHERI MUGERO SN SHETH NATURALS +254795821014 <a href="mailto:gasheri@sheth.co.ka">gasheri@sheth.co.ka</a> <a href="http://www.sheth.co.ka">www.sheth.co.ka</a>	MILLET NOODLES, COOKIES, HEALTH MIX,TEA,SOUP
26.	KAWANASI FELIX KUSMANTO Director KAWANASI SEHAT DASACATUR, PT Jl.industri Raya 2Blok I no.14 kawasan industri jatake TANGERANG,BANTEN 15135 INDONESIA EMAIL: <a href="mailto:FELIX@KAWANASI.COM">FELIX@KAWANASI.COM</a> TEL: +628119993005 WEBSITE:kawanasi.com	CHICK PEAS- ROASTED& PEELED-COVENTIONAL (HALAL)  SPICES- INDIA EU,USDA,JAZZ  MORINGA –EU, USDA, JAZZ