

## **REPORT OF APEDA'S PARTICIPATION IN THE INTERNATIONAL ORGANIC TRADE FAIR, 'BIOFACH' AT NUREMBERG, GERMANY DURING 15-18 FEBRUARY 2017**

The largest international trade fair for organic products is held at Nuremberg, Germany every year in the month of February. The fair is organized by Nuremberg Messe with the support of International Forum for Organic Agricultural Movement (IFOAM) and German Federation of the Organic Food Industry (BOLW). Biofach is a meeting place for the organic stakeholders around the world to update on current developments in the sector, discover new market, to discuss future market issues and jointly shape the current and future policy of the organic sector. Biofach allows to exhibit only certified organic foods as per EU Organic Regulation or as per the accreditation directives of IFOAM.

### **HIGHLIGHTS OF BIOFACH 2017**

Biofach 2017 was held during 15-18 February 2017 at Exhibition Centre, Nuremberg, Germany. The country of the year for 2017 was Germany with the theme "Innovation & Responsibility". The event was a mix of World's leading trade fair for organic food, and international trade fair for natural personal care (VIVANESS).

Organic food including meat and dairy products, wine, olive oil, vegan food, personal care products were displayed by producers and traders from various countries across the world.

A separate area was provided for display of vegan foods, the VEGAN World of Experience in collaboration with the German Vegetarian Association (VEBU). Around 2785 exhibitors including 259 under Vivaness from 88 countries participated in the event this year. Biofach 2017 set a record by having 51,453 trade visitors. Novelty stands wherein newly developed products and innovative discoveries were displayed by the exhibitors. Olive oil section and olive oil awards were also presented in the OLIVE OIL world of experience at BIOFACH.

### **INDIAN PAVILION AT BIOFACH 2017**

APEDA being a regular participant at Biofach Nuremberg since 2001, made a remarkable presence this year too. The Indian Pavilion was organized by APEDA as being done in previous years. A total area of 370 Sq. m was taken in Hall No. 5 where 22 exporters were provided professionally built-in booths. The theme selected this year for designing of Indian Pavilion was, "Living Naturally: Yoga and Organic". Thematically designed posters and signage were displayed which was well appreciated by many of the visitors.



**APEDA Pavilion**



**Co-exhibitor Booths at APEDA Pavilion**

The Indian pavilion was inaugurated by the Consulate General of India in Munich, Mr. Sugandh Rajaram soon after the official ceremony of the fair. Mr. Asheesh Gupta, Consul (E & C) had also accompanied CGI and visited Indian pavilion and interacted with the exhibitors.



**Inauguration of APEDA Pavilion by Consulate General of India, Munich**

Joint Secretary, MoC&I, Mr. Santosh Sarangi visited Indian pavilion on 17<sup>th</sup> February, 2017 and interacted with all the co-exhibitor exporters. His presence on 18<sup>th</sup> February, 2017 gave opportunity to other visitor exporters to interact with him.



#### **Visit of Joint Secretary, Ministry of Commerce at APEDA Pavilion**

Various officials from State Governments had also visited Indian pavilion and had discussions with APEDA officials regarding the State promotional activities being undertaken by them for organic products. Some of them were Mr. Suresh Chandra Gupta, Additional Chief Secretary Sikkim, Mr. Ranbir Singh, Additional Chief Secretary Uttarakhand, Mr. Narayana Swamy, Principal Secretary Kerala, Mr. Biju Prabhakar, Director of Agriculture Kerala, Mr. Ashok Malhotra, Director of Agriculture J&K, Mr. Satish Ganganna, Agricultural Commissioner Karnataka, Ms. Padmavathi Chivukala, Deputy Director Horticulture Andhra Pradesh.



#### **Visit of State Government officials at APEDA Pavilion**

India displayed a wide range of products this year including Basmati Rice, Seed spices, Honey, Herbal Tea, Medicinal plant products, Fruit pulps and purees, Quinoa, Essential oils, Soybean, Pulses, Coffee, Cocoa, Herbal products, Spices etc. were among the displayed products. New products made from Jackfruit & Coconut were also displayed by our exporters.

### **CONGRESSES AND FORUMS**

Every year, Congresses are held at Biofach each day on the selected theme for the year. Altogether, 120 such events were held during the entire Biofach which was attended by stakeholders from various sectors. The event with the most attendees overall was “Global Market Overview”. Special session on the launching of online TRACES for organic products was organized by European Commission on the second day of the event which gave the details on the process flow followed for issuance of online Certificate of Inspection (Col) for export of organic products to EU.

### **BUYER SELLER MEET**

A one to one interactive session was organized by APEDA on 17.02.2017 at the conference venue, Prag, NCC Ost. Joint Secretary, MoC & I had also attended the session and addressed the audience on the trends of Indian organic market. The importers, exporters and Certification Bodies who attended the session had fruitful discussion on their concerns and issues in certification and trade.



**Buyer Seller Meet organized by APEDA**

### **PROMOTIONAL ACTIVITIES BY APEDA**

As part of the promotional activities, APEDA had taken up some initiatives to project and attract Indian traditions and uniqueness. Some of them were as follows:

- A full page advertisement was placed in a local newspaper highlighting the India pavilion details which was circulated throughout the train stations and venue.
- Leaflet on organic farming, certification and market of Indian Organic products was developed and distributed at the pavilion.
- Corporate brochure and organic brochure of APEDA were distributed at the pavilion
- APEDA co-exhibitor's directory along with their product list was prepared and distributed to the visitors at the pavilion.
- Sampling of vegetarian as well as non-vegetarian Biryani was an attraction for Indian as well as foreign visitors. Two hostess dressed in Indian traditional dress were engaged to welcome the visitors at the reception of Indian pavilion and for serving Biryani.
- Organic Henna was yet another activity taken up which was well made use by women and men too.



### **Henna Application & Biryani Sampling at APEDA Pavilion**

#### **FEEDBACK FROM CO-EXHIBITORS**

Feedback on the overall comments of the event and specially regarding the showcasing at Indian pavilion from all the co-exhibitors were taken by circulating the feedback form wherein positive feedback were provided by majority of the exporters. They have expressed their interest in participating next year also under APEDA and some of them with more space.

In 2016, German households spent 9.9 % more on organic food and drink than in the year before which would have taken as an advantage by Indian exporters also. The personal interactions with the co-exhibitors showed that majority of them were successful in placing the target orders by the end of the event. Some of the exporters have expressed their special thanks to APEDA through official emails and posts on social media also.

## **CONCLUSION & RECOMMENDATIONS**

Considering the potential of export of organic products to EU and the interest shown by the exhibited exporters, APEDA has requested the organizers for 600 Sq. m for participation in Biofach 2018 scheduled during 14 to 17 February 2018 in Nuremberg. In the coming year, Tea Board & Spices Board are likely to join hands with APEDA to be a part of Indian pavilion. This will enable us to accommodate more exporters and wider range of products for display. In addition, with the implementation of new products standards for Aquaculture and Livestock products, India is in a position to negotiate with Commission for extension of equivalency so as to expand the basket of organic products export in the coming years.

It is recommended that APEDA may explore possibility of taking a space of 600-650 Sq. m clubbing Spices Board and Tea Board alongwith APEDA and show case Indian organic products in Indian Pavilion instead of scattered presence of other organisations and exporters to avail more benefits of the event.

APEDA was represented by Mr. Devendra Prasad, Deputy General Manger and Ms. Reeba Abraham, Assistant General Manager for organizing the Indian pavilion at Biofach 2017.

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