

# Report

Biofach 2018

Nuremberg, Germany

14<sup>th</sup> to 17<sup>th</sup> February 2018

# Overview

- APEDA Pavilion
- List of Participants
- Inauguration & Visit by Consulate General of India, Munich
- Visit of Government of Uttarakhand Delegation
- Visit by Chairman APEDA
- Special Highlights
- Outcome
- Recommendations

# APEDA Pavilion

- APEDA was allocated 598 sq.mtr. space in Hall no. 5 at a prime location.
- APEDA 's common area was built in 50sq. Mtr with wooden structure.
- A LED of (8x10 feet) was placed for branding in outer wall of common area.



एपीडा  
APEDA



!ndia  
A Bountiful  
Land of  
Organic Products

SHYAM INDUSTRIES  
Booth No. 5.33

SAMPLING &  
DEMONSTRATION AREA

INDIA RESTAURANT

Indian Organic  
Fruits & Vegetables  
Production

REGULATORY FRAMEWORK

14 02 2018





15 02 2018



# dia



WISE ORGANIC

Bytevine Organic	Bytevine Organic	Bytevine Organic
Bytevine Organic	Bytevine Organic	Bytevine Organic
Bytevine Organic	Bytevine Organic	Bytevine Organic

Organic Certified

5-343  
RAPID OVERSEAS

## India

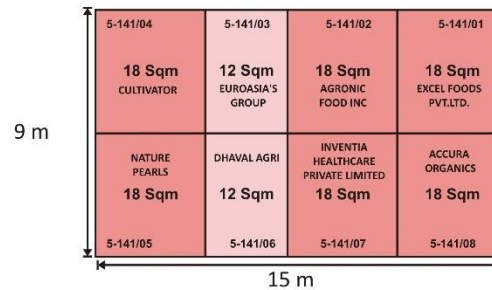
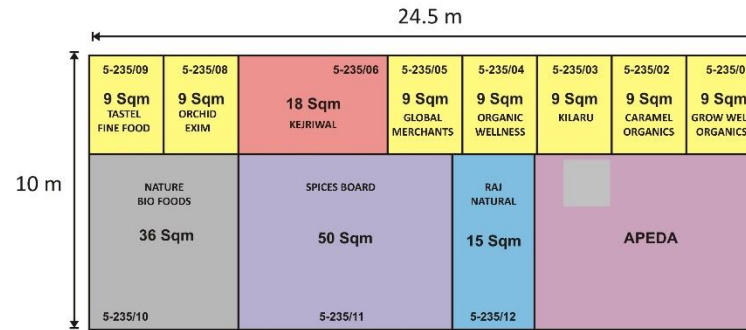
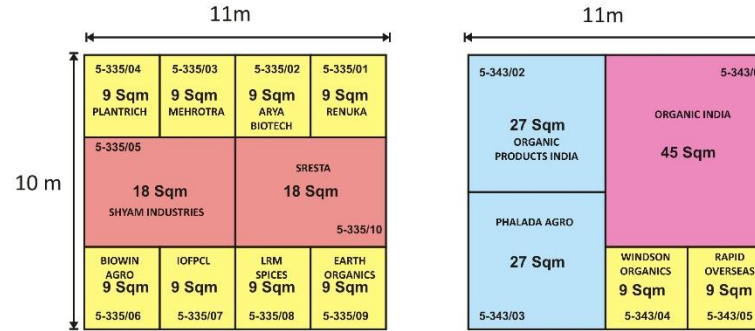
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Nipello Sativa	...	...	...

SEAS

14 02 2018

# The Layout Plan for the APEDA Pavilion

BIOFACH 2018



- APEDA COMMON AREA 53 Sqm
- 9 Sqm = 17 Booths.
- 12 Sqm = 02 Booths.
- 15 Sqm = 01 Booth.
- 18 Sqm = 09 Booths.
- 27 Sqm = 02 Booths.
- 36 Sqm = 01 Booth.
- 45 Sqm = 01 Booth.
- 50 Sqm = 01 Booth.

# List of Participants – APEDA Pavilion

34 Exporters participated directly through APEDA and six exporters under Spices Board, wherein they had an opportunity to showcase their Organic products and get maximum business at an international platform.



**Earth Organic Foods Pvt. Ltd.**

**Mehrotra Consumer Products Pvt. Ltd.**

**Carmel Organics Private Limited**

**Grow Well Organic and Eco Products**

**Arya Biotechnologies**

**Rapid Overseas**

**Plantrich Agritech Pvt. Ltd.**

**Orchid Exim (India) Pvt. Ltd**

**LRM Spices (P) Ltd.**

**Global Merchants**

**Windson Organics Pvt. Ltd.**

**IOFPCL**

**Biowin Agro Research**

**Organic Wellness**

**Taste'L Fine Food P. Ltd.**

**Kilaru Naturals**

**Shree Renuka Sugars Ltd.**

**Dhaval Agri Exports LLP**

**Euroasia's Group**

**Raj Natural Food Pvt. Ltd.**

**Sresta Natural Bio Products Pvt. Ltd.**

**Agronic Food Inc**

**Excel Foods Pvt. Ltd.**

**Nature Pearls Private Limited**

**Cultivator Natural Products Pvt. Ltd.**

**Accura Organic Foods**

**Shyam Industries**

**Kejriwal Bee Care (India) Pvt. Ltd.**

**Inventia Healthcare Private Limited**

**Organic Products India**

**Phalada Agro Research Foundations**

**Nature Bio- Foods Ltd.**

**Organic India**

**Spices Board India**

# Inauguration & Visit by Consulate General of India, Munich



14 02 2018



14 02 2018



14 02 2018



14 02 2018



# Inauguration & Visit by Consulate General of India, Munich





# Visit of Government of Uttarakhand Delegation

- 13 States have defined policies on Organic Farming
- Odisha has already achieved its goal of becoming India's first 100% Certified Organic state (January 2015)
- Uttarakhand has dedicated institutional mechanism for Organic Promotion and Marketing (Uttarakhand Organic Commodity Board)
- Organic Farming authority of Jharkhand
- Karnataka Government has created many Organic Farmer Producer Companies and are facilitating market linkages
- Four State Agricultural Universities have established Centers of Excellence/ Institutes on Organic Farming
- State Certification Bodies (SCB)



**DIA @ BIOFACH**  
Munich, Germany  
17th February 2018



14 02 2018



14 02 2018



14 02 2018

**ORGANIC AGRICULTURE**

- It refers to Crop and Livestock Production through a process defined by standards
- Organic Production is not merely concerned with a product, but also with the whole system used to produce and deliver the product to the ultimate consumer
- Use of Synthetic, toxic, genetically modified organisms and substances are strictly prohibited
- Wendland Farm Estate was the First Project Certified as Organic from 1992



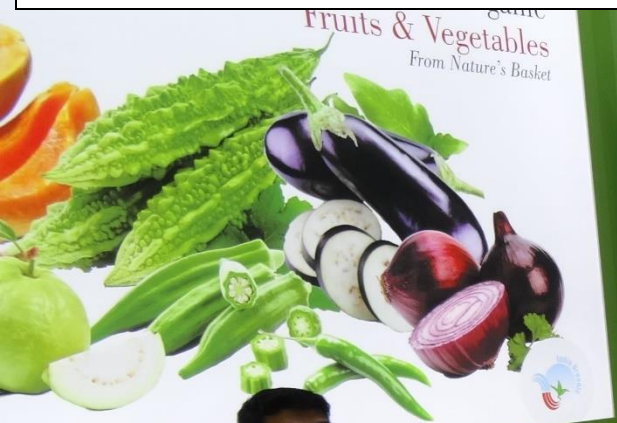


# Visit by Chairman APEDA





# Visit by Chairman APEDA

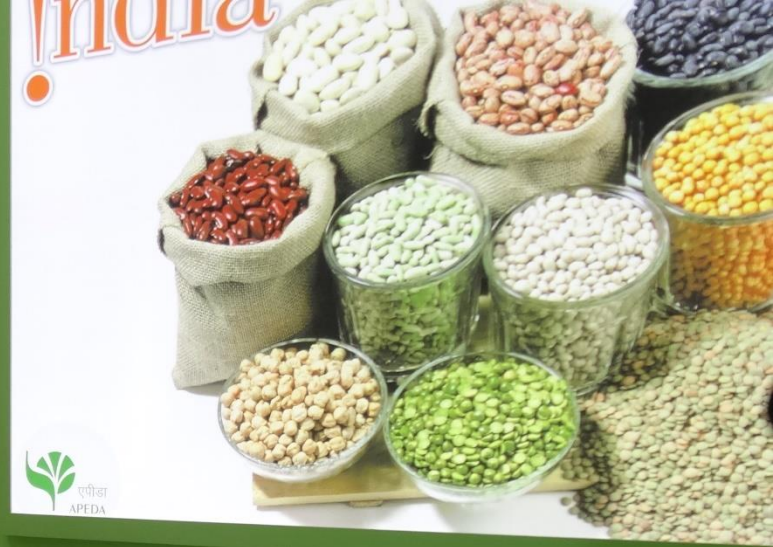


## QUALITY ASSURANCE SYSTEMS

Two Certifications Systems in India

- National Programme for Organic Production (NPOP) under Ministry of Commerce and Industry. Effective since 2001 – Launched mainly to regulate the quality for exports
- PGS-India programme under Ministry of Agriculture and Farmers Welfare. A farmer group centric participatory guarantee system

Note:  
Although both the systems are based on the same National Standards for Organic Production notified under NPOP but have independent systems of documentation and verification



15 02 2018

# Special Highlights – APEDA Pavilion

- India Branding- a Big screen was placed on the wall of APEDA Stall and APEDA film alongwith exporters promotional films were running.
- Sampling of Veg. & non veg. biryani was carried out
- Live demonstration of Indian cuisine by an Indian chef was done
- Free Organic Mehndi tattoo application on hands of visitors
- Indian Restaurant was very successful where even foreigners took the pleasure of Indian cuisine.

# Special Highlights – APEDA Pavilion

- 500 cotton bags were distributed with Organic logo on both side.
- First time 100 pendrives of 2 GB including APEDA electronic brochure and recipes book of Indian organic cuisine were provided to the visitors.
- India Evening-Snacks get together (Blu night) on 2<sup>nd</sup> day of the show 15<sup>th</sup> February 2018





India

India

India

India

India

India

EXCEL FOODS

EXCEL FOODS

AGRONIC FOOD INC

**EXCEL**  
Alphonso  
Mango Pulp  
Excel Foods Pvt. Ltd.

**EXCEL**  
Kesar

**EXCEL**  
Red & Yellow  
Papaya  
Pulp  
White Guava

**EXCEL**  
We believe in  
- Processing, Quality  
- Heavy Duty Logistics  
- Good Branding  
- International Acceptance  
- Ethical Trade Practices

**EXCEL**

India



# India Branding



!ndia

Booth No. 5-34102  
ORGANIC PRODUCTS INDIA

Booth No. 5-34102  
ORGANIC PRODUCTS INDIA

**YEERRAL AGRO TECH**  
A FSSCI, 22000 & HACCP Certified Company

**Organic Products India**  
A FSSCI, 22000 & HACCP Certified Company

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**Organic Products India**  
A FSSCI, 22000 & HACCP Certified Company

Black Cumin Seeds / Nigella Sativa  
Cumin Seeds  
Fenugreek Seeds

**Soyabean Seeds**

Natural Sesame Seeds  
Hulled Sesame Seeds

Black Cumin Seeds / Nigella Sativa  
Cumin Seeds

Old Peas  
**Amaranth**

Pyritum Husk

**Brown Flax Seeds**

Fenugreek Seeds  
Dill Seeds  
Coriander Seeds

14 02 2018



# Sampling Area







Demonstration Area

15 02 2018

15 02 2018



14 02 2018

16 02 2018



# Free Organic Mehndi Application





Indian Restaurant



15 02 2018



# India Evening-Snacks get together on 15<sup>th</sup> February 2018



# Outcome

- Biofach, the World's Leading Trade Fair for Organic Food and the get-together of the international organic industry is an international platform being provided to participants to showcase their organic product portfolio.
- Participants who had participated first time were very happy to receive very good response and business generated.
- Participants had an opportunity to increase their business and make new business contacts through the fair.
- APEDA had an opportunity to strengthen their business ties with respective participants and other related beneficiaries.
- APEDA played an important role in showcasing India's growing Organic Food Industry.



# Recommendations

- APEDA Chairman desired to book 800sq. Mtr. space with large area for Indian Restaurant for participation in 2019.
- Exporters requested that more time may be given for online booking of the stalls.
- Live demo or more products may be used for wet sampling apart from the basmati rice i.e. millets, pulses etc.
- More Ready to eat products may be showcase during participation.

**Thank You**