



Press Release

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A resounding success - BIOFACH INDIA co-located with MILLETS INDIA and NATURAL EXPO INDIA sets new standards of excellence

New Delhi, 26 September, 2023 - The much-anticipated organic exhibition, BIOFACH INDIA co-located with NATURAL EXPO INDIA and MILLETS INDIA, concluded on a successful note. Organized by NuernbergMesse India in collaboration with APEDA (Agricultural and Processed Food Products Export Development Authority) the event was held from 6-8 September, 2023 at India Expo Mart, Greater Noida and managed to successfully bring together leading organic, natural and millets companies. The expo witnessed resounding success, attracting 5,680 visitors from 20 countries and 28 Indian states. This vibrant gathering provided attendees with a diverse range of products, an engaging knowledge program, valuable business matchmaking opportunities, networking prospects, and special highlights.

The exhibition was supported by leading International and National stakeholders including IFOAM (International Federation of Organic Agriculture Movement), ICCOA (International Competence Centre of Organic Agriculture), OFAI (Organic Farmers Association of India), AIOI (Association of the Indian Organic Industries), Association of Herbal and Nutraceutical Manufacturers of India (AHNMI), and Indian Institute of Millets Research (IIMR).

The exhibition was inaugurated by esteemed guests Shri Sunil Barthwal, Commerce Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India, and Shri Rajesh Agrawal, Additional Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India. Speaking on the occasion, Shri Sunil Barthwal, said, "India is producing a variety of organic products, and Indian startups and MSMEs are exceeding expectations. APEDA and BIOFACH INDIA are effectively raising awareness and providing a unique platform. This market holds tremendous potential, not only for domestic supply but also for exports. BIOFACH INDIA serves as the central hub for the organic industry, with over 200 brands participating, along with numerous international buyers and a sizable delegation from Vietnam, Germany, and other countries. I am confident that this event will significantly promote our organic products worldwide."

Shri. Rajesh Agrawal, Additional Secretary, Ministry of Commerce & Industry, joined the inaugural session along with Mr Bui Trung Thuong Trade Counsellor Embassy of Vietnam, New Delhi and Ms Ingeborg Bayer, Counsellor for Food and Agriculture, Embassy of Germany, New Delhi. Shri. Rajesh Agrawal said "BIOFACH INDIA provides a unique platform for brands to meet not only buyers from India but also international buyers, gaining insights into their requirements concerning labeling, value chain integrity, and other industry needs. This exposure enables them to grow and connect with a larger buying ecosystem, strengthening their brand and supply chain. Therefore, I believe this is a truly exceptional and valuable platform, which has been thriving since 2013. I hope that the exhibition, currently featuring 200+ brands, will reach more than 1000 brands in the next 5 years, allowing us to bring the entire organic industry in India to this platform."

Vital Industry platform for the organic, natural & millets eco-system

With over 200 exhibitors representing every corner of India, the exhibition solidified its status as the premier industry platform for organic, natural, and millets. Both industry stakeholders and new entrants expressed their satisfaction with the quality and quantity of visitors. Shri Abhishek Dev, IAS, Chairman, APEDA remarked "We have witnessed a substantial participation from organic brands from various Indian state governments at the 15th edition of BIOFACH INDIA. India currently holds a share of 700 million within the vast untapped market, estimated at around 130 billion globally. During our interactions with exporters, valuable concerns and suggestions were raised, forming a foundation for expanding our organic footprint both nationally and internationally. We look forward to continuing our collaboration with NürnbergMesse India to further increase the organic production and exports."

Sonia Prashar, Managing Director and Chairperson of the Board, NuernbergMesse India, stated: "India presents a lucrative and emerging market for organic food and beverages. The growing health consciousness and a preference for healthy, clean and organic products has led to a surge in the demand. The government and other important stakeholders have been pushing to bring awareness along with various other supportive measures at all levels of production, including monetary incentives to farmers, FPOs, and entrepreneurs. BIOFACH INDIA is at the core of this major shift as it is THE platform that channelizes industry discussions, innovations, trends and lays the foundation for the next course of actions whilst serving as a sourcing point for the entire organic industry."

An organic Extravaganza for the visitors

The Famer's Market Area, organized by the Organic Farming Association of India (OFAI), with an attractive array of products on display offered a forum for the visitors to directly network with the FPO's and Agri-preneurs.

Furthermore, a live demo of Indian organic Tea and Coffee familiarizing the consumers on the tea and coffee brewing process as also the live demo of millet-based recipes by APEDA proved to be a major attraction for the visitors.

The concurrent conference sessions, presentations, and discussions led by global industry experts tailored to cater to the specific needs of every segment within the organic, natural, and millets industry. These informative sessions provided valuable insights to attendees.

New elements that captivated all

A special pavilion at BIOFACH INDIA 2023 – Nature's New and Now introduced visitors to the industry trends of 2023 - traditional re-imagined, social impact, and marketing innovation. Exhibitors whose products fit these trends found themselves showcased, drawing substantial attention and recognition. Reiterating the success Priyamvada Khanna, 9 GRAM remarked, "We had an amazing experience at BIOFACH INDIA 2023. We had many visitors seeking clean snacks, and the number of international buyers looking for millet-based, clean Indian snacks was astonishing. We were overwhelmed by the response, and we are eagerly anticipating converting these leads into business deals in the coming months."

Similarly, with the newly launched B2B meeting portal on the N-GAGE platform exhibitors and visitors were able to facilitate pre-arranged meetings, streamlining business interactions.

The exhibition took its commitment to the industry platform further by launching an industry E-Journal earlier this year. This platform provides news, articles, interviews, and more to the entire organic, natural, and millets community.

Nimit Doshi, Amul (GCMMF), said "We are delighted to be back at BIOFACH INDIA with a much larger presence this year. BIOFACH INDIA has provided us with the platform to interact and connect with individuals engaged in the organic industry, including farmers, FPOs, processors, traders, government agencies, certifying bodies, and all other stakeholders. BIOFACH INDIA offered us the opportunity to enhance our understanding of the organic market and network, making it the ultimate one-stop platform for the industry."

The success of this exhibition reaffirms the growing importance and potential of the organic, natural, and millets industry in India. The organizers express their gratitude to all participants and look forward to continued collaboration in the future.

Further information can be found on BIOFACH India website – www.biofach-india.com

BIOFACH WORLD

The leading exhibitions in the BIOFACH World connect organic marketplaces with international demand in 8 key economic regions of the world – and promote the development of regional markets at the same time. They are the meeting places for supply and demand, raw materials and convenience products, manufacturers and buyers, as well as politics and media.

About NuernbergMesse

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more than 1,000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Its events safeguard jobs, generate tax revenues as well as billions of euros in purchasing power effects each year, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organiser of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN SDGs with the aim of achieving climate neutrality in energy supply by 2028.

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