

# BIOFACH INDIA

into organic

November 7 - 9, 2019

India Expo Centre, IEML

Greater Noida, Delhi-NCR, India

[www.biofach-india.com](http://www.biofach-india.com)

International  
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Co-located  
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**NATURAL  
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**BIO-DYNAMIC  
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OF INDIA**

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## Celebrating 10 Years of India's Biggest International Platform for the Organic Industry

### ENRICH | EDUCATE | EMPOWER!

The 10th anniversary edition of BIOFACH INDIA concluded on a grand note and set new benchmarks for success with **185 exhibitors & 6067 trade visitors**. Shri Suresh Prabhu, Minister of Commerce & Industry and Civil Aviation, Government of India inaugurated the event. The show witnessed the coming together of producers, retailers, policy makers, media representatives and other players making it the platform that showcases the diverse and vibrant business of the Organic Industry.

The next edition of BIOFACH INDIA, the largest show in India for organic products will be held from **November 7-9, 2019** at India Expo Centre, IEML, Greater Noida. This exclusive platform will bring together key Indian and international stakeholders who are connected with organic farming and trade. Moreover, the show will play a critical role in supporting the Indian organic farming movement, tilting India's agricultural policy firmly and irrevocably in the direction of organic.

BIOFACH INDIA is supported by prominent organic associations of India including International Federation of Organic Agriculture Movement (IFOAM), International Competence Centre of Organic Agriculture (ICCOA), Organic Farming Association of India (OFAI), Food Safety Standard Authority of India (FSSAI), Biodynamic Association of India (BDAI) and Association of Indian Organic Industry (AIOI).

The show will witness the meeting of experts and leading authorities in this sector, who will share their views in workshops and seminars. The platform will also showcase a wide array of products from sectors such as food and beverage, natural wellness and care and textiles. The event will once again play host to 200+ organic brands who will experience a range of business and networking opportunities, get the opportunity to interact with quality visitors and participate in several cultural events over a period of 3 busy days. Plus our well designed interactive sessions will see fruitful discussions between scientists from across India, agricultural research agencies, institutions of the government of India and state governments officials.

## Key Highlights at a Glance:

- Networking Platform
- High Quality Conference
- International Buyers Delegation
- State Pavilions
- B2B Meetings
- Educational Workshops
- Country Pavilions
- Farmers Market



*"Government has announced a new national agriculture export policy to support the export of organic products. The policy has been made jointly by the ministries of commerce, agriculture, and food processing. India produces around 600 million tonnes of agricultural as well as horticultural products yearly. The new agriculture policy has been revealed with the vision to double the farmers' incomes and boost the share of agricultural exports from the current \$30 billion to over \$60 billion by 2022"*

**Shri Suresh Prabhu**  
MINISTER OF COMMERCE & INDUSTRY AND CIVIL AVIATION, GOVT. OF INDIA

# The Indian Organic Market - A New Paradigm in Agriculture

The Indian organic market includes food and beverages, health and wellness, beauty and personal care and textile industries. The current Indian domestic market is estimated at INR 40,000 million which is likely to increase by INR 100,000 million — INR 120,000 million by 2020 with a similar increase in exports

The highest domestic growth is observed in the organic food segment, followed by textile, beauty and personal care. Recent studies reveal the organic packaged food market is growing at a CAGR of 25% as Indians are increasingly choosing organic. This trend along with buoyant exports has ensured India has the largest number of farmers engaged in organic farming across the world.



*"At BIOFACH INDIA, we received several business enquiries and met many prospective distributors for our Health Fields range of organic products. This led to market expansion and good business growth."*

**Raman Prabhakar**  
Brahm Arpan

## Organic Industry Overview

**Increasing demand for organic food:** The total market size for organic packaged food in India in 2016 was INR 533 million, growing at 17% over 2015, and is expected to reach INR 871 million by 2021.

**Increasing use of online marketing channels:** Many organic food companies are adopting the online route to expand their consumer base.

**Increasing number of organic food restaurants and cafes:** With Indian families become increasingly health conscious, there is a corresponding growth in the number of entrepreneurs venturing into the area of organic café and marketplace.

**Increasing investment in organic food companies:** A large number of investors are investing in organic food companies as the Indian organic food market is growing exponentially

**Increasing retail shelf space for organic products:** The increasing demand for organic food has led to an increase in its retail shelf space in organized retail stores across India.

**Introduction of new product categories and varieties:** Many organic food companies are coming up with new product categories and varieties to provide consumers with sufficient choices. Apart from fruits, vegetables, teas, pulses and spices, companies have also introduced ready-to-eat snacks, cookies, medicinal plants and herbs, and juices.

## Initiatives by the Government of India for Organic Farming

The Government of India and the state governments have taken steps to improve the regulatory framework of organic products along with rolling out several schemes to incentivize organic farming. On the regulatory front, Food Standards and Safety Authority of India (FSSAI), in December 2017, has recognized both the certification systems (NPOP and PGS-India) valid for organic food products. The Government of India has set a prime example of with its initiatives, with India's first fully organic state – Sikkim which won prizes from a United Nations backed award. Sikkim has helped 66,000 farmers, boosted tourism and set an example to other countries. Sikkim was declared fully organic after phasing out chemical fertilisers and pesticides and substituting them with sustainable alternatives. On the production front, the Government has rolled out several schemes to incentivize organic cultivation like National Program for Organic Production (NPOP), National Project on Organic Farming (NPOF), National Mission on Sustainable Agriculture (NMSA)/Paramparagat Krishi VikashYojana (PKVY), Rashtriya Krishi Vikas Yojana (RKVY), Mission for Integrated Development of Horticulture (MIDH) and National Mission on Oilseeds & Oil Palm (NMOOP).





# Become an exhibitor and benefit from the BIOFACH platform:

Whether you are an organic pioneer or a startup, at BIOFACH INDIA you will meet people who are looking for your products and services, because they share your belief in doing business sustainably. With an exhibition stand at BIOFACH INDIA, you can access a wide range of benefits over 3 days including:

- Set up distribution networks across India
- Meet the top buyers, wholesalers, importers and exporters from across India who come to source new products
- Create brand awareness in this dynamic marketplace
- Network with the entire organic products industry all under one roof
- Gather vital market intelligence to assist your successful launch in this market

*"BIOFACH INDIA is the right place for anybody who wants to understand the rapidly growing organic market. We were able to discover new customers, learn about industry trends and renew old relationships at this leading platform for organic stakeholders in India."*

**Rajashekhar Reddy**

Sresta Natural Bioproducts Pvt. Ltd.

## Exhibitor Profile

Organic grains, kernel, pulses, herbs  
Organic spices and seasoning  
Organic rice, honey, sugar and syrups  
Organic coffee, tea, juices and cocoa  
Organic fresh and dried food  
Organic fruits and vegetables  
Services and consultancy for the organic production  
Organic cotton and cotton products  
Natural cosmetics and personal care items  
Organic essential and ayurvedic oils  
Organic processed and semi-processed food  
Ministries, associations and media  
Organic aquaculture

## Target trade visitors

BIOFACH INDIA targets domestic and international decision makers and professional buyers from these sectors:

Catering business  
Convenience stores  
Food / beverages wholesale  
Food manufacturing and processing  
Import and export  
Non-food wholesale  
Other retail business  
Specialized organic shops  
Supermarkets, department stores, specialised chain stores  
Service companies (certification agencies, consultants & others)  
Academia, research and development institutions  
Online and sales platforms  
Media



# India's largest business platform for the Organic Industry

Every year, India's largest platform for the organic industry sees excellent business deals, an outstanding climate for investment, a remarkable number of extremely promising contacts and high level business networking. Buyers from Europe, USA, Middle-East and South east Asia will be attending the event to look at procurement sources from Indian market.

*"7 years ago, when we launched our domestic brand, this platform gave us several opportunities to expand in the Indian market. So our association with BIOFACH INDIA is long standing and strong."*

**Surya Shastri**  
Phalada Agro

## Participation Fees for BIOFACH INDIA 2019

	Minimum	Domestic Exhibitors	International Exhibitors
<b>Raw Space only</b>	36 m <sup>2</sup>	8,500* INR per m <sup>2</sup>	180* EUR per m <sup>2</sup>
<b>Shell Scheme Package</b> incl. space, wall panels, fascia with company name, carpet, 1 reception counter, 2 folding chairs, waste basket, 3 spotlights, 1 power outlet and electric consumption fee	9 m <sup>2</sup>	9,750* INR per m <sup>2</sup>	205* EUR per m <sup>2</sup>
<b>Registration Fee</b>	company listing in the official trade show directory and web-page listing	Included	Included
<b>Co-exhibitor Fee</b>		7,500* INR per co-exhibitor	120* EUR per co-exhibitor

\* All prices plus Government Tax as applicable

*"BIOFACH is the leading fair for organic products everywhere. We have been in BIOFACH Germany since the beginning with one of the biggest booths. Now we've started to go to BIOFACH in different countries to promote Organic Farming worldwide. We are here to show that agriculture of the future needs a holistic approach."*

**Christoph Simpfendorfer**  
Demeter International



*"The entire organic industry converges at BIOFACH INDIA. That's what brings us here every year. We have been exhibitors for several years now as the show provides a platform to meet our entire supplier base and connect with new customers from across the globe. We also exhibit at BIOFACH Germany, where the platform has helped us expand our international business prospects."*

**Kriti Mehrotra**  
Organic Tattva

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## At a glance

**Date:** November 7 - 9, 2019

**Opening hours:** 10:00 am – 6:00 pm

**Frequency:** Annual

**Venue:** India Expo Centre, IEML  
Greater Noida, Delhi-NCR, India

## ORGANIZERS



**NürnbergMesse** is one of the 15 largest exhibition companies in the world. Its portfolio covers around 120 national and international trade fairs, exhibitions and congresses at the Nuremberg location and throughout the world.

Each year, around 35,000 exhibitors and upto 1.5 million visitors participate in the own, partner and guest events staged by the NürnbergMesse Group, which is present with subsidiary companies in China, North America, Brazil, Italy and India. The share of international exhibitors at events staged by NürnbergMesse is 44 percent, at 26 percent the international share of trade visitors is also at a high level. Worldwide, the NürnbergMesse Group has a network of around 50 representative agencies which are active in over 110 countries.



Agricultural and Processed Food Products Export Development Authority (**APEDA**), a statutory body under the Ministry of Commerce, Government of India is mandated to develop and promote the export of various agricultural commodities and provides a platform to

showcase India's quality produce to the global market. APEDA is also the secretariat for National Programme for Organic production, which provides an institutional support for the accreditation of certification agencies and surveillance and monitoring of organic certification process. APEDA plays pivotal role in developing the database of the mandated products, markets, services, and distribution of related information to exporters. The authority extends financial assistance under its agriculture and promotion plan scheme under various components like market development, infrastructure development and quality development.

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Join the world's leading trade show network for organic products!



### BIOFACH 2020

Nürnberg, Germany

World's Leading Trade Fair for Organic Food

February 12 – 15, 2020

[biofach.com](http://biofach.com)

### BIOFACH CHINA

Shanghai, China

May 16 – 18, 2019

[biofach-china.com](http://biofach-china.com)

### BIOFACH AMERICA LATINA

– BIO BRAZIL FAIR

São Paulo, Brazil

June 5 – 8, 2019

[biofach-americalatina.com](http://biofach-americalatina.com)

### BIOFACH SOUTH EAST ASIA

Bangkok, Thailand

July 11 – 14, 2019

[biofach-southeastasia.com](http://biofach-southeastasia.com)

### BIOFACH AMERICA

– ALL THINGS ORGANIC

Baltimore, USA

September 12 – 14, 2019

[biofach-america.com](http://biofach-america.com)

### BIOFACH INDIA

Delhi-NCR, India

November 7 – 9, 2019

[biofach-india.com](http://biofach-india.com)

### BIOFACH JAPAN

Tokyo, Japan

March 2020

[biofach-japan.com](http://biofach-japan.com)

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