

## India – On the way to become a key market for organic products

India's agriculture is traditionally organic and many farmers have been growing organic for many generations. Starting in 2001 the Government has developed the National Programme for Organic Production (NPOP) proposes to provide an institutional mechanism for the implementation of National Standards for Organic Production.



NPOP stands for a certification program and national standards. Furthermore it serves to encourage organic farming and organic processing throughout the country. The diversity of climate zones enable India to produce a great variety of agricultural products and cotton in certified quality.

According to APEDA (2006-2007 records) the total quantity of organic production is more than 580.000 tons. Export has reached nearly 20.000 tons and a value of more than 47 million Euros.

## BioFach India together with India Organic

Producers and growers from India and international suppliers meet for business and showcase their organic products in Mumbai. This city is one of the key economic centres of India with easy access for domestic and international trade buyers.

Use BioFach India together with India Organic as your organic platform for local and international sellers and buyers.



### **Products on display are:**

- Organic coffee, tea and cocoa fruit juices
- Organic spices and seasonings
- Organic cashew, walnuts, coconuts and other nuts
- Organic oils and oil seeds
- Organic grains, kernel and pulses
- Organic vegetable
- Organic rice, honey, sugar and syrups
- Organic essential and ayurvedic oils
- Organic aquaculture
- Organic processed and semi-processed food
- Organic cotton and cotton products
- Organic herbs, herbal extracts, herbal, medical teas
- Natural cosmetics and personal care items
- Services and consultancy for the organic production Ministries, associations and media

## Admission procedure

Exhibitors and their products have to fulfil the established and strict **BioFach** and **Vivaness Admission Criteria**. For further information please check [www.biofach-india.com](http://www.biofach-india.com)

### **Date:**

December 07 - 09, 2010  
Opening hours: 10 am – 6 pm

### **Venue:**

Bombay Exhibition Centre,  
Mumbai (India)

### **Frequency:**

annual

### **Under the patronage of:**



### **Supported by:**



### **Approved by:**

India Trade Promotion Office

### **Organizer:**



### **Co-Organizer:**



### **BioFach India Secretariat in India:**



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

December 07 - 09, 2010 Mumbai

### International Products in India

Not only domestic products but also foreign speciality products seem to be very attractive for Indian consumers. The growing young class of population is keen on buying foreign products to enrich their traditional variety of cuisine. For all actors in the food business this causes fabulous business opportunities.

### About the previous event

**129 companies** from **19 countries** were exhibiting in 2009. **3,044 trade visitors** attended BioFach India together with India Organic. A detailed final report is available with the organizers.

### Target trade visitors

BioFach India together with India Organic is a B-to-B platform and all trade visitor promotional activities are targeting decision makers from these sectors:

- Food / beverages wholesale
- Non-food wholesale
- Import and export
- Supermarkets, department stores, specialised chain stores
- Convenience stores
- Specialized organic shops
- Other retail business
- Catering business
- Food manufacturing and processing

### Participation Fees

	Minimum	Exhibitors from India	International Exhibitors
Raw Space only	36 m <sup>2</sup>	7.400 INR per m <sup>2</sup> *	180 EUR per m <sup>2</sup> *
Shell Package	9 m <sup>2</sup>	8.400 INR per m <sup>2</sup> *	210 EUR per m <sup>2</sup> *
Registration Fee		2.500 INR per company*	50 EUR per company*
Co-exhibitor Fee		5.000 INR* per co-exhibitor	90 EUR* per co-exhibitor

\* plus Government Service Tax as applicable (currently 10,3 %)

The Shell Package Rate comprises space and basic package (incl. wall panels, fascia with company name, carpet, 1 reception counter, 2 folding chairs, waste basket, 3 spotlights, 1 power outlet and electric consumption fee) The registration fee and co-exhibitor fees comprises full company listing in the official trade show directory and web-page listing.

### Application / Information

Domestic exhibitors:

#### **BioFach India Secretariat**

Indo-German Chamber of Commerce (IGCC)  
German House, 2, Nyaya Marg, Chanakyapuri  
New Delhi 110 021 (India)

**Contact:** Ms. Tanu Ailawadi and Ms. Priya Sharma  
(Delhi Office) Phone: +91 11 47168888  
tanu@indo-german.com; priya@indo-german.com

**Contact:** Ms. Ruby Vatcha – (Mumbai Office)  
Phone: +91 22 6665 21 30  
ruby@indo-german.com

International exhibitors:

#### **NürnbergMesse GmbH**

Messezentrum 1  
90471 Nürnberg  
Germany

**Contact:** Ms. Miriam Hempel  
Phone: +49 -911 -8606 -8692  
Fax: +49 -911 -8606 -8694  
biofach-globally@nuernbergmesse.de

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