



Press Release

August 2023

Get ready for the next edition of India's premier exhibition for the organic, natural, and millets industry from 6 – 8 September, 2023 at IEML, Greater Noida

- **With the Indian organic food market is projected to grow at a remarkable CAGR of 23.8% from 2023 to 2028, BIOFACH INDIA emerges once again as the leading platform for this thriving industry**
- **NATURAL EXPO INDIA will showcase premier natural, ayurvedic, and plant-based brands, capitalizing on the growing trend of shifting from chemicals to natural alternatives**
- **The International Year of Millets and government initiatives have turned millets into a superstar grain - MILLETS INDIA is now the premier B2B platform and the ultimate event for everything related to millets**

Organised by NuernbergMesse India in collaboration with APEDA (Agricultural and Processed Food Products Export Development Authority), BIOFACH INDIA 2023 co-located with NATURAL EXPO INDIA and MILLETS INDIA 2023 is expected to successfully bring leading organic, natural and millets companies together under a common roof. The exhibition is supported by leading International and National stakeholders – 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). Visitors can look forward to a diverse range of products on display, an engaging knowledge programme, business matchmaking, networking opportunities and special highlights.

Indian organic food market projected to reach a value of USD 4.6 Bn by 2028

According to IMARC's report, the Indian organic food market reached a value of USD 1.278 Bn in 2022 and is projected to reach USD 4.6 Bn by 2028, with a compound annual growth

rate (CAGR) of 23.8% during 2023-2028. On average, India's annual organic product exports are valued at USD 0.827 Bn. Government initiatives like Paramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development in North East Region (MOVCDNER) are dedicated financial aid schemes for organic farmers. In addition, support is also being provided to FPOs in their training, certification, processing, value addition and marketing of the produce.

BIOFACH INDIA is THE platform where the entire organic industry converges annually. It's not just the sourcing market place for FMCG, retailers, speciality chains and other resellers but it's also the meeting place for government bodies, cooperatives, farmers, manufacturers, sellers, new entrants and aspirants to showcase latest products, innovations, engage in business and forge stronger connections while shaping the trends for the future.

With participation from 200+ exhibiting companies from various verticals such as food, beverages, grains, spices, pulses, dairy products, bio-agri inputs, natural care and wellness, millets etc., the expo will also witness several prominent states of India along with the Government Boards like Spices Board, Tea Board, Coffee Board, Coconut Board displaying their organic / natural produce by way of organized pavilions. 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."

World of Natural & Ayush at NATURAL EXPO INDIA

With ayurvedic and holistic trends now becoming a lifestyle, the market for natural and plant-based products is gaining more and more popularity. The market size of the Indian Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy sector (AYUSH) is projected at a whopping USD 18 Bn and the Ayurveda market is predicted to grow at 15 percent CAGR from 2021-2026.

This growth can be attributed to factors such as increasing consumer awareness, evolving lifestyles, rising disposable incomes, and growing concerns for health and the environment. Keeping sustainability in view, the consumer is also leaning towards plant-based products including plant-based meats. The global plant-based food market is expected to reach USD 162 Bn by 2030 with a CAGR of 18.60% from 2020 to 2030. At the 5th edition of NATURAL EXPO INDIA, the visitors will be able to explore ayurvedic, plant based, nutraceutical and other natural products and meet authentic and relevant industry players.

Millets make a comeback with a bang and are here to stay!

The government of India has announced millets as the nutri-cereal or '*ShreeAnna*'. The highly nutritious millet has been the part of India's food chain legacy for ages in raw or secondary processed usage forms. With UN announcing 2023 as the International Year of Millets, Shree Anna has now become a main stream food source grain.

India has special focus on millets in the budget 2023-24 and has the most policy friendly ecosystem for millet entrepreneurs. With an annual production of 15.53 Mn tonnes, India exported USD 64.28 Mn in 2022 and projected to reach USD 2 Bn by 2030. MILLETS INDIA gives millet-based manufacturers and brands the opportunity to meet the relevant stakeholders and buyers and cement themselves as reliable brands that are here to stay with healthy and quality packaged food solutions. Sivakumar Venugopal, Group Director, NuernbergMesse India emphasized on the rising demand of millets, "This humble cereal has today become a global star. The rise in demand along with the support by government has not just prompted major food brands to invest in millet-based packaged products but has also lot of new entrants and small entrepreneurs who are offering a variety of innovative and led to the rise of unique options. Whether you are an aspiring entrepreneur or an established brand wanting to expand the portfolio it is the right time to invest in the nutri-cereal – either way MILLETS INDIA is the go-to hub for any millet stakeholder as it is the only platform which is solely dedicated to millet-based businesses, today and for years to come"

What to expect as a visitor?

Visitors have the opportunity to network with 200+ exhibitors hailing from every corner of India. These exhibitors will be showcasing a diverse range of products spanning from organic raw produce, organic value-added products, and organic processed and semi-processed food to spices, tea, oils, millets (both raw and value-added products), natural cosmetics, and personal care items. In addition to this, visitors can explore service and solution providers specializing in areas like traceability and packaging.

Moreover, participants will have the privilege of engaging with key industry stakeholders, gaining invaluable firsthand knowledge and support from government bodies, associations, farmer producer organizations (FPOs), cooperatives, and other relevant entities. The exhibition promises a holistic experience, offering visitors a comprehensive understanding of the organic sector and facilitating meaningful networking opportunities.

The Famer's Market Area, organized by the Organic Farming Association of India (OFAI), with an attractive array of products on display promises to provide an opportunity for the visitors to directly network with the FPO's (full form can be used) and Agri-preneurs. One of the key highlights this year is the "Nature's New and Now" arena which will allow the attendees to catch up on the latest market trends and innovations that the industry has on offer.

The concurrent conference sessions, presentations, and discussions led by global industry experts are tailored to cater to the specific needs of every segment within the organic, natural, and millets industry. These informative sessions will provide valuable insights to attendees. Session topics include: Enabling capacity in production and application of Bio-pesticides & Bio-fertilizer for Soil Borne Disease Control and Organic Farming, Interaction on import and export related opportunities and challenges for Indian Organic Industry, Sustainability & Naturals in Cosmetics, Government offering to Organic/Millet producers, Cross Boundary Retail.

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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EXHIBITION

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