

# BIOFACH INDIA

into organic

together with **INDIA  
ORGANIC**  
The market place for organic people

## **BIOFACH INDIA together with INDIA ORGANIC 2017 - Exhibition FAQ's and Answers**

### **What is the deadline to reserve stand space at BIOFACH INDIA together with INDIA ORGANIC 2017?**

There is no particular deadline however the booking is done on first come first serve basis. Hence to ensure a good location it is advisable to reserve the space at the earliest.

Also International exhibitors are advised to reserve space so that the exhibit can be imported to India on time and through less expensive medium of sea freight.

### **How much is the price per square metre?**

The prices per sqm for International Exhibitors are:

Raw Space: Eur. 180 per sqm and minimum stand area is 36 sqm. This is only a stand space. Participating company has to apply for electricity or any other additional services.

Shell Scheme: Eur. 205 per sqm and minimum stand area is 9 sqm. This is a fully constructed stand with two / three side partition, Fascia Name (Standard Lettering), 1 Table, 2 Chairs 3 Spot Lights and 1 KW electricity for the spot lights.

If companies would like to take smaller space than specified as minimum bare space, and would like to construct their own stand, they would have to send us their stand designs for approval and would have to pay the charges as per the standard shell scheme booth

### **Why there is a price difference for International & Domestic Exhibitors?**

International exhibitors for temporary import of products get ATA Carnet Facility. This facility entitles temporary importation of exhibits of overseas exhibitors without payment of customs duty in case the exhibits are re-shipped / accounted for within six months from the date of import. This facility can be obtained by using any of the following documents:

- ATA Carnet
- Bank Guarantee
- Embassy Bond

ATA Carnet is an International Uniform Customs document issued in 73 countries including India, which are parties to the Customs Convention on ATA Carnet. The initials "ATA" are an acronym of the French and English word "Admission Temporaire / Temporary Admission".

The ATA Carnet permits duty free temporary admission of goods into a member country without the need to raise customs bond, payment of duty and fulfilment of other customs

formalities in one or a number of foreign countries. The initials "ATA" are an acronym of the French and English word "Admission Temporaire / Temporary Admission".

However if an Indian company also wants to avail ATA carnet facility, they would also have to take their space as per the international pricing, as this facility is only extended to international exhibitors

Also the prices for Domestic Exhibitors are slightly less, so as to encourage the Domestic Industry especially small and medium enterprises this is a practice followed for all trade shows that take place in India.

### **What are the terms and conditions of the booking?**

For terms and conditions, please see the reverse side of the exhibition booking form.

### **What are the available spaces?**

In order to have an idea of the available spaces, please write to the project team of Priya Sharma and Tanya Bhardwaj

[Priya.sharma@nm-india.com](mailto:Priya.sharma@nm-india.com)

[Tanya.bhardwaj@nm-india.com](mailto:Tanya.bhardwaj@nm-india.com)

### **Can an exhibitor change their location after booking the stand?**

Yes, it is possible to move to another space provided it is available and is the same size or bigger than their current space.

### **Can exhibitor change the type of stand from shell scheme to bare space and vice versa?**

Yes, but this needs to be done well before the event and has to be approved by the people concerned.

### **Can I cancel my booking?**

This is possible, but there is a cancellation fee that applies. For the details please see the Space Booking Form.

## **Overview Indian Market**

1. India has competitive advantage in the world markets due to low production costs and availability of diverse climates to grow a large number of crops around the year.
2. Global demand for organically grown foods is increasing and organic agriculture is growing fast in recent years. Organic agriculture is not a new concept to India and traditionally Indian farmers are organic.
3. In India about 2.8 million hectares area is under certified organic farming with about 195741 farmers engaged in organic farming. India attracts the attention of global organic markets (Global trade is worth USD 60 billion n and crossing 100 billion by 2015).
4. It is the mission of various states in India to convert themselves into fully organic. The state of Sikkim has covered over 8000 hectares of land for organic farming since

2009. The state had lifted all subsidies on chemical fertilizers by 2007 and promoted use of bio-fertilizer. They are ready to turn fully organic and eco-friendly by 2015.

5. Kerala government has launched pilot project on organic farming and announced ban on sale of GM seeds and endosulfan in the state. Kerala has taken technical assistance of Sikkim organic mission to run the project.

Madhya Pradesh, Orissa, Haryana, Punjab, Andhra Pradesh, Maharashtra, Rajasthan, Himachal Pradesh and several other states are taking serious steps towards promoting organic farming. The first organic food testing laboratory of Punjab with support from central Government will be one of many agricultural labs in India to certify the farmers' produce.

6. Large scale press and media attendance increases the awareness of the organic sector in India.
7. Indian farmers are exposed to the International know-how and markets (Best practices in Organic Farming and supply chain).
8. State Departments, Commodity Boards, Policy makers are exposed to International trends and State of Art technologies.
9. India is considered as a major sourcing hub for the International market owing to an abundance of raw material supplies.
10. The urban market for organic products in India is growing at a rapid pace and a food retail system devoted to these products is aggressively rounding up consumer interest and budgets who are willing to spend more for quality and health reasons. The processed industry food structure offers opportunities for organized players to invest and grow. As the Indian market matures and consumers become more quality and brand conscious the organized sector is poised to grow and gain prominence. There is a huge demand for packaged or convenience foods comprising of bakery products, ready to eat snacks, breakfast cereals and various other processed foods. Biscuits have a market of US \$ 373.4 million growing at 7.5 % per annum. Other products like bread, chocolates, jams etc are also growing at a significant rate. This is an excellent reason for the International companies to look at investing in the Indian market as there is a huge demand owing to the sprouting up of various retail stores showcasing an organic section in the metro cities and second-tier cities.

## **Overview - BIOFACH INDIA together with INDIA ORGANIC:**

1. BIOFACH is one of the biggest shows on organic products in Nuernberg, Germany and is a brand name in itself which has global presence in not just Europe but USA, China, Brazil, Japan and India.
2. BIOFACH INDIA is the only niche international show on organic products in India at the moment. There are various other food shows however there is no competition show exclusively on organic products.
3. This is the only show in India on organic products that has a strict certification criteria and only companies with 100% certified organic products are allowed to exhibit. This ensures the quality of the products.
4. Co-operation with the International Competence Centre for Organic Agriculture (ICCOA). This is an organization that is committed to being an excellent provider of information services, advice and market linkages to everyone involved in organic agriculture. They are very actively involved in ensuring state level participation of various Indian states at the show.
5. Co-operation with IFOAM – The International Federation of Organic Agriculture Movements that are leading, uniting and assisting the organic movement since 1972.
6. Buyer's delegation with key buyer's from different countries in Europe, USA, Asia and Middle-East visiting the event to meet the producers and organic experts and exchange ideas over B2B meetings arranged on-site. India is a very attractive market for sourcing of spices, pulses, herbal extracts, raw ingredients, rice, honey, tea, coffee etc.
7. Strong financial support from the State Government who are committed to multi-fold growth in the domestic organic market. This helps in creating large scale awareness about the industry thereby ensuring increasing buying power in not just the metro cities but also tier-cities.
8. Strong commitment from some key industrial players like Morarka Organics, Sresta, Phalada Agro, Suminter Organics, Nature Bio-Foods Ltd., Mehrotra Consumer Products, Amira Foods etc. who are also very active in the export market and are regular exhibitors at BIOFACH, in Nuremberg.
9. Organic Industry has a lot of potential for growth in India as people are becoming more and more health conscious and embracing a healthier lifestyle. The domestic market is anticipated to grow in the coming years. Current global organic trade is USD 75 billion and is expected to reach USD 100 billion by 2015. In 2013 – 14, India produced around 1.24 million MT of certified organic products.