



## **BIOFACH INDIA together with INDIA ORGANIC** **TO BE HELD IN NOVEMBER 2017**

The ninth edition of BIOFACH INDIA together with INDIA ORGANIC, the only organic platform in India to connect and network with your target audience is scheduled to be held from 9th-11th November 2017 at India Expo Mart, Greater Noida, U.P. (Delhi-NCR), India.

The event will be held concurrently with the Organic World Congress of IFOAM Organics International which is held every three years in a different country. It is the leading event for the development of the organic sector worldwide. The aim of the Congress and related activities (pre-conference, general assembly, side-events, organic exhibition) is to share experiences, innovations and knowledge about the organic world while giving the organizing country global visibility.

The Government of India through its Ministry of Agriculture and Farmers Welfare is co-organizer of the Organic World Congress. The Hon. Prime Minister of India, Shri. Narendra Modi has been constantly stressing on according due priority to the organic food sector. He identified Organic Farming as a National Priority and emphasized the need to grow this sector in his maiden speech to the Parliament.

BIOFACH INDIA together with INDIA ORGANIC will attract participation from many leading organizations including **Nature Bio-Foods, Brahm Arpan, MRT Organics, 24 Letter Mantra, Phalada Agro, Just Organik, Radico, Mehrotra Consumer Products, Agronic Food, Sarveshwar Foods, Natureland Organic, Cultivator Natural Products and Terra Greens**. Besides food and beverage, the event will witness participation from the natural care and wellness sector, organic textiles sector, certification bodies as well as leading country and state pavilions including the Tea Board, Coffee Board and Coconut Board.

Says **Sajid Desai, CEO, NürnbergMesse India**, "With the continuing spurt in health concerns, especially in metropolitan areas, our priorities revolve around boosting organic growth and conveying the importance of practicing a healthy lifestyle through our existing platform. We are pleased to be holding BIOFACH INDIA together with INDIA ORGANIC concurrent to the Organic World Congress. The synergy derived from holding both events at the same venue will not just be beneficial in terms of education towards a healthier way of life but will also be influential in placing India on the world map as a country that traces its origins to an organic and holistic way of living."

Adds **Manoj Kumar Menon, Executive Director, ICCOA**, “Globally as well as in India, ICCOA, with its experience of over 12 years of working across India and working directly with over 60,000 farmers, shares its learnings with the stakeholders that it networks with. It is like a mini-IFOAM in India, and brings these advantages to the annual BIOFACH INDIA together with INDIA ORGANIC trade fair (BIO). BIO 2017 will happen in Greater Noida and will co-locate with IFOAM’s Organic World Congress. This year’s OWC promises to be more farmer-focused and showcase India’s farmers and their organic diversity. The BIOFACH event will continue to focus on business and connect farmers to organic businesses.”

The organic food market in India is projected to register growth at a CAGR of over 25% during 2015-20. The major organic food producing states in India are MP, Karnataka, Maharashtra, Gujarat, Rajasthan, UP and Odisha, with a combined share of 90% in 2014-15. The largest number of organic cultivators in the world are also in India, and estimated at around 650,000.

### **Exhibitor Testimonials**

“We have been exhibiting at BIOFACH INDIA together with INDIA ORGANIC for six years. The visitor quality is simply fantastic, and each time we have been able to acquire new customers. This event is also the optimum platform for introducing the general population to the world of organics.”

**Tapan Ray, MD, Nature Bio-Foods**

“The response at our booth at BIOFACH INDIA together with INDIA ORGANIC has always been very good. We could receive many new retailers and distributors from different parts of the country who will add to our organic business family. The quality of visitors was good, and we could successfully add to our business.”

**Sanjeev Bhatt, Radico**

### **About the Organizers**

**The NürnbergMesse Group** is one of the 15 largest exhibition companies in the world. Its portfolio covers some 120 national and international exhibitions and congresses, and approximately 40 sponsored pavilions at Nürnberg and worldwide. Every year around 30,000 exhibitors (international share 39%) and up to 1.4 million visitors (international share of trade visitors 22%) participate in the own, partner and guest events of NürnbergMesse. The Group is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in around 100 countries.

**ICCOA—International Competence Centre for Organic Agriculture**—started as a knowledge centre for all stakeholders involved in the organic sector and was registered as a society in 2004. Today it works in 12 states of India reaching out to around 270 member organizations and more than 2 lakh farmers. The organization collaborates and networks with individuals, farmer organizations, consumer organizations, voluntary organizations, corporate bodies, research institutions and government departments in India and South Asia.

**BIOFACH World** has proven expertise in the area of organic food. The international organic industry meets every year in Nürnberg at BIOFACH, the world's leading trade fair for organic food. BIOFACH World is represented across the globe by five other BIOFACH events in Japan, the US, South America, China and India, and brings together over 3,000 exhibitors and 100,000 trade visitors year after year.

**Contact for Exhibition:**

Ms. Priya Sharma  
NürnbergMesse India Pvt. Ltd.  
Tel.: +91 11 4716 8830  
[priya.sharma@nm-india.com](mailto:priya.sharma@nm-india.com)

**Contact for Press & Media:**

Ms. Manasi Multani  
NürnbergMesse India Pvt. Ltd.  
Tel.: +91 11 4716 8843  
[manasi.multani@nm-india.com](mailto:manasi.multani@nm-india.com)

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