



The Best of India The **22nd** Business Event World Expo | Summit | Awards

Special Thanks



Government of India / States & The Chamber for Import, Export & Health - Regd. for promotion of commerce, recognized by the Union Ministry of Corporate Affairs & other Government agencies.



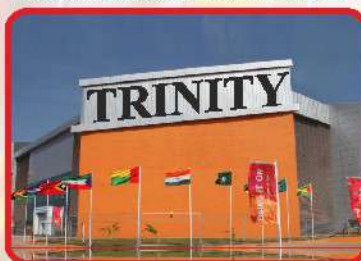
MUMBAI

**13 - 15 MARCH 2024
NESCO, GOREGAON EAST**



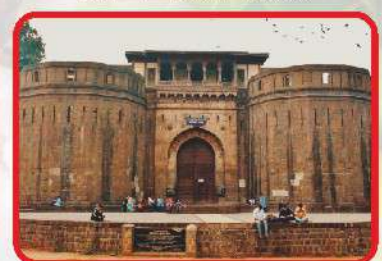
GOA

**CONTACT FOR MORE INFO
DR. SPN AG STADIUM, PANAJI**



PUNE

**CONTACT FOR MORE INFO
MAHALAXMI LAWNS**



F & B PRO INDIA - FROM FARM TO FRIDGE

We are back for the 22nd year in succession. F & B Pro India has over the last so many editions featured a number of Government of India boards, like those for Coir, Jute, Coffee, Coconut, etc. besides being supported by the Union Ministry of Food Processing Industries and chambers of commerce, professional / industry / trade associations, newspapers and publications. According to McKinsey & Co, the food retail sector in India is likely to grow to US \$ 150 Billion by 2025, accounting for a large chunk of the world food industry, estimated to be US \$ 400 Billion by then. All of which makes being at F & B Pro India - an absolute imperative.



Special Thanks to Hon. Shri Pashupati Paras, Union Minister for Food Processing Industries and Union Minister of State, Hon. Shri. Prahlad Singh Patel for spearheading Government of India's initiatives for the food processing sector.

F & B PRO INDIA - GOA & MUMBAI EDITIONS



It was back to normal once again as crowds of business visitors thronged the 5 star-like event venues. Trinity earlier concluded Goa edition was inaugurated by Hon Shri Rameshwar Teli, then Union Minister of State for Food Processing Industries and H. E. Mrs. Rosette Mosi Nyamale, Ambassador of The Congo, which was also the partner country. The 2021 edition was digitally inaugurated in hybrid mode by H. E. Shri PS Shreedharan Pillai, Governor of Goa, while physical inauguration was done by Hon Shri Shripad Naik, Union Minister of State by cutting the ribbon. Trinity's last Mumbai edition was inaugurated by H. E. Mrs. Stella Budiriganya, Ambassador of Burundi, who is also associated with ASEAN countries with Mr. Vijay Kalantri, President, All India Association of Industries (also Director, International of World Trade Centers Association, New York City) and other foreign dignitaries.

THE MARKET OPPORTUNITIES

- US\$ 600 billion - Food processing to grow three-fold by 2020
- US\$ 70 billion - The Indian F&B export is expected to be by 2020
- US\$ 482 billion - The food processing industry expected to by 2020
- US\$ 140 billion - Indian dairy industry is expected to double by 2020
- US\$ 828.92 billion - Food & retail market is projected to touch by 2020
- US\$ 915 billion - The Indian food & beverage retail market expected by 2020
- US\$ 258 billion - The sector's value constituting 14% of GDP by manufacturing
- US\$ 1.2 billion - Government of India's dairy processing infra fund worth Rs 8,000 crore
- INR 2300 billion - The cold chain industry in India growth at a CAGR of 15.4% between 2018-2023
- US\$ 285 million - Special Fund with National Bank for Agriculture and Rural Development (NABARD) for affordable credit.

SPECIAL THANKS



President of Mauritius & CMD of Impex Chamber



Sri Lankan Minister & Kerala Health Minister



India's Minister Shripad & Celebrity Chef V Inamdar



Governor of Maharashtra & Impex Chamber Mg. Dir.



Hon Chief Minister of Goa & Impex Chamber Mg. Dir.

HIGHLIGHTS OF THE SHOW

- World Edition
- 30,000 sq ft Area
- 500 Leading Brands
- 5,000 Key Purchasers
- International Marketing
- World Industry Leaders
- Country & State Pavilions
- Government Boards & Export Promotion Councils
- Multinational Companies, Foreign & Indian Visitors

WHY EXHIBIT ?

- Governments can showcase their schemes for organics & farmers welfare
- Exhibitions combine benefits of internet, direct marketing & other media.
- Almost anyone interested in your products will be there.
- Exhibitions are a marketing medium like no other.
- Your target-audience comes to you in thousands.
- It's most cost-effective & better than advertising.
- Touch, feel & enquire - face-to-face networking.
- It can be a game changer for your business.
- Franchise or set up distribution channels.
- Launch products & evaluate response.



GOVERNMENT INITIATIVES & MARKET POTENTIAL

The Government of India has several attractive schemes, subsidies and fiscal/financial incentives for the industry which is passed on by the states, due to the political stability to farmers, producers & cultivators. In the organic F & B processing sector alone, India has over 835,000 organic producers, 699 processors, 669 exporters and 1.49 million ha area under organic cultivation. The F & B sector is heavily dependent on mechanized processing, packaging, storage & transportation technologies to overcome the challenges and food wastage. There are tax exemptions & foreign direct investment (FDI) norms are relaxed for up to 100 % FDI in food product e-commerce through automatic route.

Despite being one of the largest producers of agricultural and food products in the world, India ranks fairly low in the global food processing value chains, emphasizing the huge potential for investing in it. By 2024, the industry will potentially attract US\$ 33 billion investments and generate employment for 9 million people. By 2030, Indian annual household consumption is to treble, making India 5th largest household consumer worldwide. As per the National Agricultural Research Project (NARP), India has been divided into 127 agro-climatic zones. Loans to food & agro-based processing units & cold chains have been classified under agriculture activities for Priority Sector Lending - PSL. As per Business Wire (a Berkshire Hathaway company), Indian food processing market was worth INR 24,665 billion in 2018. The market is projected to reach INR 50,571 billion by 2024, exhibiting a CAGR of 12.4% during 2019-2024.

Rising household incomes, urbanization and the growth of organized retail are currently some of the major drivers of this market. A continuous growth in the urban population has resulted in consumers living a fast-paced & busy lifestyle. With limited time available for cooking & meal preparation, processed foods such as ready-to-eat products and snacks have become quite popular; particularly metropolises, but also in tier 2 & 3 cities and towns. Indian consumers are over 1.5 billion. India has one of the largest working populations in the world. The increased foot-print & bandwidth of internet connectivity adds to easy marketability and e-commerce of food products. With increasing disposable incomes, this segment is the biggest consumer of processed foods. Increasing penetration levels of organized food retail outlets are offering a wide range of options with access to a diversified range of products at attractive prices. The proportion of working women is increasing continuously & because of their busy lifestyle, time for household activities such as cooking is declining. This results in a rising demand for processed & ready-to-eat foods.



TRINITY'S 2019 - 2022 CENTRAL GOVERNMENT PAVILIONS



**APEDA Pavilion - Agricultural Products Export
Dev. Authority, Ministry of Industry & Commerce**



**MPEDA Pavilion - Marine Products Export
Dev. Authority, Ministry of Industry & Commerce**



**Ministry of Food Processing, Govt of India - National
Institute of Food Tech, Entrepreneurs & Mgmt - NIFTEM**



**Tea Board, Government of India
Ministry of Industry & Commerce**



**Coffee Board, Government of India
Ministry of Industry & Commerce**



**Spices Board, Government of India
Ministry of Industry & Commerce**



**Coir Board, Government of India
Ministry of MSME**



**Coconut Development Board, Govt of India
Ministry of Agriculture**



**National Research
Development Corporation**



National Dairy Development Board



**Directorate of Marketing & Inspection
(AGMARK), Govt. of India**



**FSSAI - Food Safety and Standards
Authority of India, Govt. of India**

TRINITY'S 2019 - 2022 UNION AYUSH MINISTRY PAVILIONS



**Central Council for Research in
Unani Medicine - CCRUM**



**Democratic Republic of Congo
Partner Country**



**Central Council for Research in
Homoeopathy - CCRH**



**National Medicinal Plants Board
of India - NMPB**

TRINITY'S 2019 - 2022 CENTRAL GOVERNMENT PAVILIONS



Government of Manipur - MOMA



Government of Nagaland



Government of Odisha



Government of Meghalaya



Government of Sikkim



Government of Tamil Nadu



Government of Telangana



Government of Uttarakhand



TRINITY'S 2019 - 2022 STATES GOVERNMENT PAVILIONS (ALPHABETICALLY)



Ministry of Skill Development and Entrepreneurship, Government of India



Government of Haryana, HAFED



Government of Assam - PKYY & MOVCD



Government of Bihar



Government of Arunachal Pradesh



Government of Chhattisgarh - Horticulture Dept.



Government of Chhattisgarh - Agriculture Dept.



Government of Goa



TRINITY'S 2019 - 2022 STATES GOVERNMENT PAVILIONS (ALPHABETICALLY)



Khadi & Village Industries Corporation



Government of Jammu & Kashmir



Government of Jharkhand



Government of Karnataka



Government of Kerala



Government of Punjab



Government of Madhya Pradesh



Government of Maharashtra - MIDC

INDIA'S SHARE OF WORLD PRODUCTION

- 22% of Rice
- 27% of Banana
- 40% of Mangoes & Guavas
- 43% of Buffalo Meat
- 19% of Milk
- 21% of Pulses
- 70% of Spices
- 23% of Tea
- 21% of Sugarcane
- 40% of Coconut

INDIA'S 2017 - 18 STATISTICS

- 311.71 million tonnes - Horticulture crop production
- 176.3 million tonnes - Milk production
- 95.2 billion Egg production
- 12.6 million tonnes - Fish production



INDIAN FOOD PROCESSING - FACTS & FIGURES

- India is the world's largest milk producing nation
- India is the second largest fruit producer in the world
- India is the largest producer, consumer and exporter of spices
- India's market for soft and alcoholic drinks is growing at a 14% CAGR
- India's 42 sanctioned mega food parks to become operational by 2020
- Indian food retail market is the 6th largest grocery market in the world
- India's horticulture output is expected to be 305.43 million tonnes in 2017-18
- India is the second largest producer of food & agri-commodities in the world
- India produced around 1.35 million MT (2015-16) of certified organic products
- India exports over 300 products in 20 different categories to over 20 countries
- India is the world's second largest producer of food grains, fruits & vegetables
- India's food & grocery retail market constitutes almost 65% of the total retail market
- India's food processing accounts for 32% of the country's total value of the F & B industry
- India's dairy, beverages, bread & cereals, snacks and health products are the fastest growing segments
- India's FP sector employs 12.8% of the workforce in the organized sector & 13.7% in the unorganized sector
- India had 150 million cubic meters of refrigerated warehousing in 2018 - the largest total capacity in the world
- India's food retail market is dominated by the Food Grocery (CAGR 25%) and Food Services (CAGR 15%) segments
- India's FP sector accounts for around 11% of agricultural value-added and 9% of manufacturing value-added products
- India's population is projected to overtake China by 2027, according to the UN's 2019 World Population Prospects report



WHY VISIT ?

Meet, Deal, Tie-up, Survey, Interact, Buy-Sell & Witness the Best & Latest in the fields of Processed & Packaged Agrifoods, Seeds, Herbs, Meat, Grains, Fruits, Pulses, Halal, Dairy, Drinks, Vegetables, Seafood, Ingredients, Foreign Products, Bread & Bakery, Organics, Ready-to-eat, natural products... And much more from exhibitors & at the various interaction opportunities at this mega show.

WHY VISIT ?

Trade & B2B Decision Makers, Investors & Agribusinesses, Importers & Exporters, Suppliers & Vendors, Cultivators & Farm Owners, Bulk & Institutional Buyers, Multinational Companies, Food Processors, Malls & Supermarkets, Fast Food Chains, Processed Food Manufacturers, Star Hotels & Fine Dine Restaurants, Distributors, Wholesalers and Retailers, Packaging and Distribution Centres, etc.

EXPO PROFILE

- | | | | |
|----------------|----------------|--------------------|--------------|
| ● Agriculture | ● Extracts | ● Grains | ● Pulses |
| ● AYUSH | ● Farming | ● Herbs | ● Seeds |
| ● Basmati Rice | ● Fertilizers | ● Horticulture | ● Spices |
| ● BioTech | ● Flavours | ● Ingredients | ● Tea-Coffee |
| ● Cereals | ● Floriculture | ● Jute | ● Textiles |
| ● Colours | ● Food & Drink | ● Medicinal Plants | ● Tinctures |
| ● Cotton | ● Formulations | ● Oils & Fats | ● Vegetable |
| ● Dry Fruits | ● Fruits | ● Plants | ● And More |



INDIA - THE WORLD ORGANIC SUPERPOWER

Organic, Agriculture, Horticulture, AYUSH & Wellness, Animal Husbandry, Natural Products & Govt Initiatives.

India has the largest number of farmers engaged in organic farming across the world. The Food Standards and Safety Authority of India (FSSAI), in December 2017, has recognized the certification systems (NPOP and PGS-India) valid for organic food products. The Government of India now has the NPOP - National Programme for Organic Production - the standards for production and accreditation system, which is recognized by the European Commission and Switzerland for unprocessed plant products which is equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of USA. Thus, Indian organic products duly certified by the accredited certification bodies of India are accepted by these leading importing countries.

The Government of India & all States are giving utmost importance to organic farming, medicinal plants, biotechnology and natural products to meet the huge demand. The private sector is not to be left behind with farmers, cultivators & gatherers are being organized into clusters or co-operatives to get best results. The Central Government has rolled out several schemes to incentivize organic cultivation - National Program for Organic Production (NPOP), National Project on Organic Farming (NPOF), National Mission on Sustainable Agriculture (NMSA), Paramparagat Krishi Vikash Yojana (PKVY), Rashtriya Krishi Vikas Yojana (RKVY), Mission for Integrated Development of Horticulture (MIDH) & National Mission on Oilseeds & Oil Palm (NMOOP) etc

THE SECTOR IS BOOMING

- Indian domestic market is estimated at INR 40,000 million.
- The total area under organic certification process (registered under NPOP) - 3.56 million hectare, as of 31st March 2018.
- Domestic market is anticipated to increase by INR 100,000 million to INR 120,000 million by 2020 with a similar increase in exports.
- The cultivable area was 1.78 million hectare (50%), while wild harvest collection area at 1.78 million hectare (50%) was the balance.
- Market for domestic organic packaged food in 2016 was INR 533 million, growing at 17% & expected to be INR 871 million by 2021.

Madhya Pradesh has covered largest area under organic certification followed by Rajasthan, Maharashtra and Uttar Pradesh. By 2017, Sikkim received international UN acclaim for converting its entire cultivable land (more than 76000 hectares) under organic certification. Sikkim has assisted 66,000 farmers, boosted tourism and set an example for other countries. Sikkim was declared fully organic after phasing out chemicals & substituting them with sustainable alternatives.

PUSH FACTORS FOR INCREASED DEMAND

- Government has improved the regulatory framework for greater benefit.
- Investors are opting for organic produce companies seeing the market potential.
- Many organic produce companies are resorting to online marketing & technology
- Organic food restaurants and cafes, retail outlets and supermarkets are fast increasing.
- Consumers are becoming health conscious and aware of the harmful effects of chemical use.
- New organic product categories are regularly being launched providing buyers with varied choices.
- Food processing and packaging has ensured longer shelf life & easy availability for organic produce.
- An exclusive Union AYUSH Ministry has raised demand for Ayurvedic & related wellness, besides boosting exports.





Social Media & Telecom



Associations & Chambers



Media Briefings



English Newspapers



Special Invitations



Radio FM



Vernacular Dailies



TV & Cable Channels



In Venue Displays



Outdoor Publicity



Online Marketing



Business Visits

COST-EFFECTIVE RATES

- Raw Space - ₹13,500 /- per sq.mtr ● Built-up Shell - ₹14,000 /- per sq mtr
- Overseas Exhibitors (Tariffs in US \$ or Euros) • Space - US \$ 200 or Euro € 170 per sq mt. • Shell - US \$ 215 or Euro € 185 per sq mt.
- Shell includes table, chairs, lights, panels, carpet, fascia, plug, etc.
- 15 - 20 % Premium on Corner Stalls. 18% GST applicable.



PROFESSIONAL ORGANIZERS



TEAM TRINITY

The Trinity Group incorporated in 1994, has over the last almost 25 years emerged as India's pioneers and premium producers of International B2B exhibitions and specialized events. Trinity has been official event managers for many world shows, including for the Government of Sri Lanka's TRADMED Expo and also produced India Trade Fair with the Government of Mauritius, inaugurated by H.E. Vyapoori, the Mauritian President to be repeated in 2020. Trinity has always received the support of various Government of India and the States for its mega shows and this one is no different.

Trinity Ventures is an ISO 9001 : 2015 company, recognised by the American National Standards Institute (ANSI) for "organising trade and business exhibitions, event management, media and publications". Trinity events for MSMEs / SSIs (Micro, Small & Medium Enterprises) are supported by NSIC (National State Industries Corporation) subsidies. Trinity is also a member of number of trades, professional and industrial associations – European Union Chambers of Commerce, All India Association of Industries, Maharashtra Chamber of Commerce, Industries and Agriculture, etc. and works actively with these agencies.



India's Ex-Minister Suresh P. & Vijay K. AIAI President



Union Secretary, A Sharan & Dr. Nagendra, PM's Guruji



H. E. Governor Rao & CM Fadnavis of Maharashtra



President of Goa Chamber of Commerce welcomed



Hotels & Restaurants Association President

TRINITY EVENTS ARE SUPPORTED BY UNION & STATE GOVERNMENT PAVILIONS

Union Government Ministries Pavilions



Central Government Agencies Pavilions



Major States Pavilions



Special Thanks



Professional Producers

