



BioFach India
International Organic Trade Fair

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

Final Report

Mumbai, India
Bombay Exhibition Center

November 18 – 20, 2009

Under the patronage of:

Organizer:

Co-organizer:



NÜRNBERG / MESSE



INTRODUCTION

THE BEGINNING: -INDIA ORGANIC TRADE FAIRS 2005-2008



In the year 2005 ICCOA was the first organization to identify and understand the need of a platform where organic stakeholders could assemble, interact, showcase and trade their organic produce. With the objectives of developing markets for Organic produces from India and Asia, and to bring all stakeholders together, ICCOA started to organize India Organic Trade Fairs since 2005. This is the biggest platform for interaction of Organic Stakeholders, including policy makers from Central and State Governments, Private sector and farmers. The fair enables access to markets- both domestic as well as international markets.

Highlights of India Organic trade fair; 2005-2008:

S. No.	CONTENTS	2005	2006	2007	2008
1.	Number of Stalls	158	172	186	192
2.	Total Visitors (4 days)	10000	15000	15,621	19400
3.	Number of trade visitors (India and abroad)	1000	1200	1300	1400
4.	Number of countries represented	10	16	18	14
5.	Foreign visitors	40	70	55	22
6.	Indian states representation	18	23	28+1 (UT)	28+1 (UT)
7.	Buyer-seller meets (B2B)	150	102	128	143
8.	Business enquiries generated	42 crores	85 crores	125 crores	150 crores

THE JOINT COLLABORATION: - BIOFACH INDIA TOGETHER WITH INDIA ORGANIC

BIOFACH World Organic Trade Fair is originally organized at Nurnberg by Nurnberg Messe Germany. And the BioFach Global fairs are being organized in five other countries across the globe (USA, Brazil, China, and Japan). In 2009 Nurnberg Messe and ICCOA came together through a MoU to combine the BioFach India fair with India Organic trade fair. The new fair is

called “BioFach India together with India Organic”. In Nov. 2009, India had its first BioFach fair, which is a historical moment reckoned as a golden event for development of organic sector in the country.

This joint event has benefited the entire organic stakeholders in the country so that the country can have a truly world-class event. This is going to benefit the organic movement in the country by bringing in international buyers in more number and thus is a huge opportunity for Indian organic market development. With this India is set to gain with its image as a hub of organic produce.

PRE-EVENT PROGRAMS

PRESS LAUNCH: MUMBAI & DELHI

The date and venue of first BioFach India together with India Organic was decided as:

Date: 18th -20th November 2009

Venue: Bombay Exhibition Center, Goregaon, Mumbai

To announce the date and venue of BioFach India together with India Organic 2009, a Press Launch was organized at

Mumbai on 26th August 2009 in presence of Mr. B. Steinruecke, Director General IGCC; Mr. Mukesh Gupta, President ICCOA; Mr. Frank Venjakob; Mr. Manoj Kumar Menon, Executive Director ICCOA; and Ms. Rubi Vatcha, Fair Representative IGCC. Another similar program was organized at New Delhi on 28th August 2009.



EVENT CO-ORDINATION

The team of Indo-German Chamber of Commerce (IGCC), ICCOA and Nurnberg Messe coordinated with private sector exhibitors to ensure world class facility and convenience at the venue. The team of ICCOA coordinated with its associates, farmer groups, NGOs, Government bodies, Ministries and State Departments to showcase the achievements and developments of their respective areas. There was a special provision of Farmers Plaza for the poor farmer groups who can not afford the cost of stall. To these farmers, space was given on discounted rate for support their participation.

THE EVENT: - BIOFACH INDIA TOGETHER WITH INDIA ORGANIC 2009

INAUGURATION:

The first BioFach India together with India Organic 2009 was inaugurated on 18th Nov. 2009 by Shri. Dawcho Lepcha, Hon'ble Minister of Food Security, Agriculture & Horticulture, Government of Sikkim as Chief Guest. Mr. Ashok Sinha, Secretary, Ministry of Food Processing Industries, Government of

India was Guest of honour. Other dignitaries who graced the occasion includes; Ms. Petra Wolf, Managing Director, Nurnberg Global Fairs; Mr. Mukesh Gupta, President ICCOA; ICCOA and Mr. Frank Venjakob, Project Director, Nurnberg Global Fairs; and Mr. Manoj Kumar Menon, Executive Director,



The guests were welcomed and introduced by Mr. Frank Venjakob. Welcome address was delivered by Mr. Mukesh Gupta and Ms. Petra Wolf on behalf of ICCOA and Nurnberg Global Fairs respectively. Mr. Ashok Sinha in his address highlighted the excellent growth of organic sector in India and emphasized upon the potential contribution of food processing industry in furthering this growth. He promised all possible help and support of Ministry of Food Processing Industries to the organic sector.

Shri Dawcho Lepcha shared with the audience the unique strengths & opportunities of the North East (NE) region in organic production. The NE region is endowed with the right natural resources, agroclimate and hi-tech horticulture production, which are 'organic by default' & now has to move into 'organic by design'. He also stressed the scope and potential of Sikkim in the field of organic farming. He stated that International Organic trade fairs in India will help in the recognition of the Indian farmers and their produce and thanked the organizers for



inviting him to grace the BioFach India together with India Organic 2009.

Other guests also addressed the gathering. During the vote of thanks Mr. Manoj Kumar Menon shared the story of the joint collaboration and how such venture would prove to be highly beneficial to the entire sector & to the wide spectrum of stakeholders.

EXHIBITORS AND PAVILIONS:

The Fair provides a platform for the Organic Stakeholders to showcase the advancement of organic agriculture, newer technologies, products, processes and its derivatives. It invites participation from the world of organic agriculture with a broad spectrum of stake holding groups. It Includes producers of organic food, wholesalers/distributors, trade promotion organizations, Federal/State Pavilions, Organic farmers groups, NGOs, Organic Input manufacturers, Organic Textile producers, International producers/distributors, etc. The entire space was divided in to two sections:

BioFach India Section: Only Organic Certified/approved organizations/companies/certification agencies, etc.

India Organic Section: Organic stakeholders, organizations, farmer groups, state pavilions without certified organic status.

Total no. of Exhibitors: 129

International Exhibitors: 4

Farmers Plaza: 5

State Pavilions: 8

- Haryana
- Himachal Pradesh
- Kerala
- Karnataka
- Nagaland
- Sikkim
- Maharashtra
- Chhattisgarh



THE SEMINAR AND WORKSHOP PROGRAMME

Two day seminar programme was organized from 18th Nov to 19th Nov in the hall no. 6 itself. The delegate registration was free for all the delegates. The Seminar was addressed (presentations) by 13 experts in the various topics, 7 from India & 6 International speakers. They represented a broad range of institutions in the public as well as the private sector and brought to the Seminar a valuable mix of experiences and perspectives.

Sessions/date	Topic Covered
1, 18 th Nov.	Development of organic policy and regulatory structures, provides a snapshot of the current situation with respect to policy and standards setting and conformity assessment activities, and discusses key regulatory changes facing organic agriculture.
2, 18 th Nov.	Examine the organic market place in terms of changing dynamics of supply & demand, Market driven crops, Pricing & the premium for organic produce, visibility, labeling and availability and Constraints & opportunities for marketing of organic foods: regional & international.
1, 19 th Nov.	Knowledge sharing in organic products supply chain, Post-harvest handling, Processing, value addition, packaging and storage, PR, Brand management - The Introduction of a national Eco-label (Bio-Siegel) and Benefits for Consumers and Business, Distribution Channels for organic products in the Domestic and Export Markets and Quality issues and market driven parameters.
2, 19 th Nov.	Competitive strength of Indian Organic Products in International Markets, Organic market trends, issues and key to success, International marketing structures and constraints, How to successfully establish business relationships, How to communicate with international customers and Expectations from overseas customers when buying from India.



BUYER SELLER MEETS

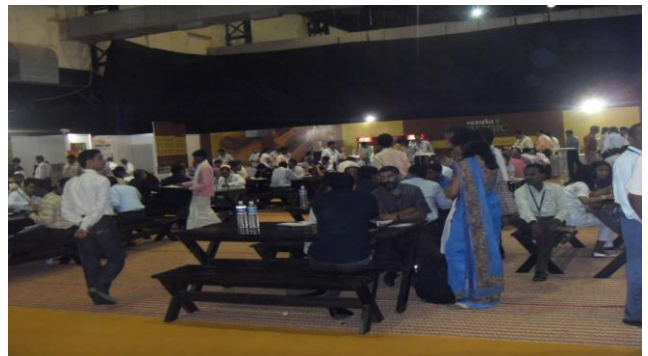
The Buyer-Seller meets at BioFach India together with India Organic-2009 was a good success. ICCOA organized specific B2B meets after arranging appointments from individual buyers and correspondingly matching their requirements with the exhibitors (as per the products that the buyers are seeking).



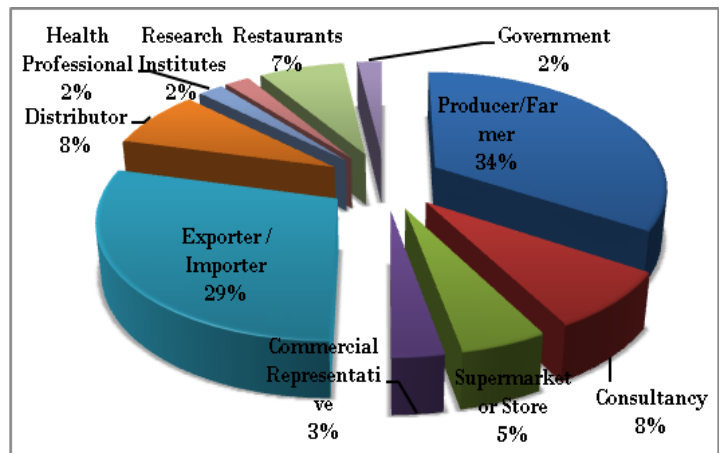
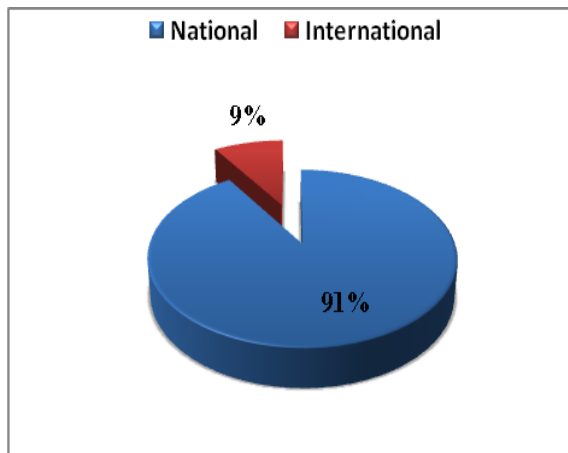
This is a special arrangement that ICCOA makes for organizations/farmer groups/companies that participate in the India Organic fairs as sponsors or exhibitors. Large numbers of exhibitors were benefited and also this year special effort was made to arrange such meeting with small holder farmer groups. Direct interactions of farmer groups with International foreign buyers were also arranged.

THE FOOD COURT

The Organic Food Court at BioFach India together with India Organic 2009 was set up on a larger space by Morarka Organic Foods Private Limited from Rajasthan. A full fledged team, along with chefs from Rajasthan, worked day and night to ensure that delicious organic food is available round the clock. The food court served through buffet arrangements. The menu covered right from the yum organic snacks, *Dosa*, *Puri Bhaji*, Juices, Veg. Meals, etc. to mouth licking main course recipes attracted visitors as well as the exhibitors at the trade fair.



VISITORS AND DELEGATES:



Visitors from following 18 Countries:

Australia	Pakistan
Bulgaria	Singapore
Denmark	Spain
Egypt	Sri Lanka
France	Taiwan
Germany	Thailand
Ghana	U.A.E
Israel	UK
Nepal	USA



Results from Exhibitors Survey:

Question	Very Good	Good	Satisfactory	Unsatisfactory
How would you rate the quantity of the visitors?	10 %	55 %	19 %	16 %
How would you rate the quality of the visitors?	10 %	55 %	29 %	6 %
How do you assess the overall success participation?	25 %	56 %	17 %	2 %

Voices from the fairground:

"A really very inspiring and successful exhibition, we made valuable new contacts," says Gerald Edler from the Inter-Naturales Handelsagentur

"We had a number of inquiries and good business contacts," sums up S. Ramprasad, International Sales Manager, Sresta Natural Bio-products Pvt. Ltd.