

BIOFACH INDIA

into organic

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

Delhi-NCR, India
9– 11.11.2017



PRESS RELEASE

August 2017

Largest BIOFACH INDIA together with INDIA ORGANIC ready to launch

- Taking place at the same time: IFOAM Organic World Congress
- Organic experts from all over the world expected
- Trade fair visitors can look forward to numerous highlights

BIOFACH INDIA together with INDIA ORGANIC will open its doors in the exhibition halls of India Expo Mart (IEM) in Greater Noida near New Delhi for the first time from 9th to 11th November 2017. This year, the 19th IFOAM Organic World Congress will take place at the same time and at the same exhibition venue under the motto “An Organic World through an Organic India”. This will ensure that the Indian metropolitan city will be the central meeting place for figures from the international organic sector in 2017. Not only trade visitors at BIOFACH INDIA together with INDIA ORGANIC benefit from this, but also participating organic companies. With this unique cooperation, they will have the best opportunities to establish new business connections with international purchasers. A total of more than 200 organic exhibitors from India, Southeast Asia, the USA, Armenia, Ukraine and Italy as well as more than 10,000 visitors are expected. So, the ninth BIOFACH INDIA together with INDIA ORGANIC is the largest in its still young history.

Sajid Desai, CEO of NürnbergMesse India, is looking forward to the two top-class organic events: “In India, there are still today many health-related challenges, especially in metropolitan areas. We would like to use BIOFACH INDIA together with INDIA ORGANIC to continue to promote organic farming, to create a solid basis for the growth of the organic sector and to raise awareness about how important a healthy lifestyle really is. We are delighted that our trade fair and the Organic World Congress will take place at the same time and in the same place this year. The synergies are not only limited to educating and raising awareness about the importance of organic produce. We also hope that it will give rise to India

International Patron



Co-organizer



Organizer

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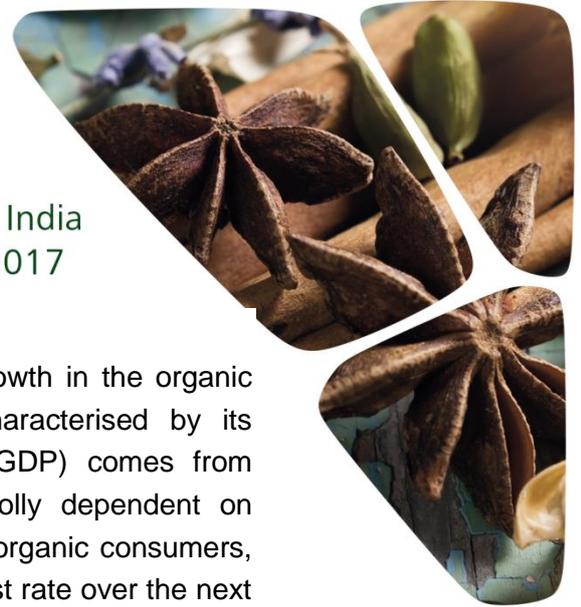
being increasingly perceived as a country in which an organic and healthy way of life is deep-rooted in our culture.”

2017 special feature: BIOFACH INDIA and Organic World Congress at the same time and in the same place

India's leading organic trade fair and the Organic World Congress will take place at the same time and in the same exhibition centre for the first time this year. The Congress brings together the international organic sector in a different country every three years and is the most important event of its kind in the world for the organic sector. Countless international figures from the sector not only share their expertise, but also exchange ideas and information about innovations, best practices and market developments. Of course, approaches and solutions to current challenges in the organic market will also be discussed at this top-class knowledge platform. The Congress will also give India greater visibility as an organic country with enormous potential.

Along with IFOAM – Organics International, the International Patron of all BIOFACH exhibitions, India's Ministry of Agriculture & Farmer Welfare, Govt. of India, is a co-organiser of the Congress. Many visitors from India and abroad who are equally relevant for the exhibitors at BIOFACH INDIA together with INDIA ORGANIC are expected to attend the Congress. This will guarantee optimum business opportunities for those participating in the trade fair.

The 2017 Organic World Congress will have four key issue areas running in parallel: Main Track, Farmer's Track, Scientific Track and Marketing Track. Alongside the Congress programme, participants can look forward to workshops, practical demonstrations of organic farming methods, numerous cultural events under the motto “Amazing India”, fashion shows as well as an organic Farmer's Market. You can find more information online at www.owc.ifoam.bio/2017.



India: organic market development remains promising

It cannot be denied that India has enormous potential for growth in the organic market. In general, the country is still today strongly characterised by its agriculture. Indeed, 14% of the gross domestic product (GDP) comes from agricultural products; almost 60% of the population is wholly dependent on farming. Europe and North America may well be the biggest organic consumers, but the Asian organic market is forecast to grow at the strongest rate over the next five years.

This growth of the organic market is being fired by increasing consumer health awareness, changing lifestyles, more disposable income as well as the larger range of organic products available in shopping malls and in the retail trade. In India, the demand for organic produce is increasing particularly strongly in metropolitan areas such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune.

According to the study “India Organic Food Market Forecast and Opportunities 2017” conducted by TechSci Research, the Indian organic market grew by 19% per year on average between 2012 and 2017. The market growth can be traced back to the fact that several retail giants and online retailers have entered the organic market, amongst other things. Online sales of organic produce have also continued to increase at a steady rate over the past few years.

It is predicted that India’s organic market will achieve an average growth rate of 25% per year in the period between 2015 and 2020. If this is the case, 1.36 billion US dollars will then be turned over by organic produce alone. This significant market growth is entirely realistic in the medium-term, because the Indian government is both promoting organic farming with subsidies and is currently making increased efforts to introduce uniform organic legislation. According to information provided by the Indian government, 4.72 million hectares of land in twelve different Indian states and territories is currently being farmed organically.

Supporting programme at BIOFACH INDIA together with INDIA ORGANIC

Along with the comprehensive product show, BIOFACH INDIA together with INDIA ORGANIC 2017 will be accompanied by an extensive supporting programme. As in previous years, the highlight will be the international conference. With product presentations, case studies and best practice examples, participants will not only receive information about current developments in the organic market, but current challenges in the organic sector will also be made the subject of discussion.

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Trade visitors can look forward to hearing top-class speakers from India and the entire world.

Business development will once more be a central topic at BIOFACH INDIA together with INDIA ORGANIC. In 2016, 190 organised B2B discussions took place between exhibitors and purchasers over three trade fair days. These discussions gave 19 international purchasers from Europe, the USA, the Middle East and Asia as well as six Indian purchasers the opportunity to meet numerous organic producers. The result? Business networks were successfully established or expanded and new sources of supply and procurement emerged. According to the records, the sales resulting from those discussions have amounted to approx. 9.8 million US dollars so far.

Purchasers from Europe and the USA will once again be able to participate in these discussions at BIOFACH INDIA together with INDIA ORGANIC 2017 as part of an organised business delegation. The delegation participants will also get the unique opportunity to experience the diverse local organic raw materials market first-hand, to network with local producers and at the trade fair as to make the most of business opportunities.

BIOFACH World

NürnbergMesse has proven expertise in the field of organic food produce. The international sector comes together in February of each year in Nuremberg at BIOFACH, the World's Leading Trade Fair for Organic Food. The comprehensive range of certified organic products is demonstrated by the variety – from fresh products such as dairy produce and cheese, through fruit, vegetables, dried goods such as cereals and pulses, nuts and confectionery, to beverages. The international patron of BIOFACH is IFOAM – Organics International, the national supporting organisation of the Bund Ökologische Lebensmittelwirtschaft (BÖLW; in English: Organic Food Production Alliance). An integral element of the world's leading trade fair is the BIOFACH Congress, a knowledge platform unparalleled around the world. With six other BIOFACH exhibitions in Japan, the United States, South America, China, India and Thailand BIOFACH World is present around the globe and brings together a total of more than 3,000 exhibitors and 100,000 trade visitors year-on-year.

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The next BIOFACH exhibitions:

- BIOFACH, Nuremberg, Germany: 14th – 17th February 2018
- BIOFACH AMERICA, Baltimore, US: 14th – 16th September 2017
- BIOFACH CHINA, Shanghai, China: 24th – 26th May 2018
- BIOFACH AMERICA LATINA, São Paulo, Brazil: 6th – 9th June 2018
- BIOFACH JAPAN, Tokyo, Japan: 2018

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You can find press articles, further information and photos at:

www.biofach-india.com/press