



[www.worldoffoodindia.com](http://www.worldoffoodindia.com)



[www.foodservice-india.com](http://www.foodservice-india.com)

## Post-Show-Report

# India's Food Market – an Appetite for Growth!

16 – 18 November 2011  
Bombay Exhibition Centre  
Mumbai, India



1. General Information .....	3
2. Exhibitor Statistics .....	4
· Total exhibitors .....	4
· Space occupied .....	4
· Number of group participations .....	4
· Breakdown by countries .....	4
3. Exhibitor Survey .....	5
· Number of exhibitors per product category? .....	5
· Your main objective and result relating to Annapoorna – World of food India 2011? .....	5
· How do you rate the success of your participation related to the objectives? .....	6
· How do you rate the prospects of follow-up Business? .....	6
· How do you rate your overall success? .....	7
· Which visitors are your main target groups at Annapoorna – World of food India 2011? .....	7
· Did you meet your relevant customers? .....	7
· Visitor profile – How do you rate the visitors at Annapoorna – World of food India 2011? .....	8
· Are you planning to participate in Annapoorna – World of food India 2012? .....	8
4. Visitor Statistics .....	9
· Number of visitors .....	9
· Breakdown by country .....	9
· Visitors by region .....	10
· Analysis of Main Land Area (not including Mumbai Visitors) .....	10
· Visitors came from abroad (not including India) .....	10
5. Visitor Profile .....	11
· What is your company's main activity? .....	11
· What products and services are you interested in? .....	11
· Your Role in Purchasing .....	12
· What is your main objective for visiting Annapoorna – World of food India 2011? .....	12
· How do you rate your visit related to the objects? .....	13
· How do you feel about your visit to Annapoorna- World of food India 2011? .....	13
6. Exhibitor quotes .....	14
7. Press release final report .....	15 - 16

## GENERAL INFORMATION



**Show Name:** Annapoorna - World of food India 2011

International FoodService India 2011

**Date:** 16 – 18 November 2011

**Venue:** Bombay Exhibition Centre (NSE)  
Mumbai, India

**Show Organisers:** Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany



Federation of Indian Chambers of Commerce & Industry (FICCI)  
Federation House, Tansen Marg  
New Delhi - 110 001  
India



**Next Show Date/Venue** 26 – 28 September 2012  
Bombay Exhibition Centre (NSE)  
Mumbai, India

---

**EXHIBITOR STATISTICS**
**1. Total Exhibitors: 169**

Indian Companies	80	(48%)
Foreign Companies	89	(52%)

**2. Space Occupied**

Gross	4,100	sqm
Local	1,128	sqm
Overseas	738	sqm
<b>Total</b>	<b>1,866</b>	<b>sqm (net)</b>

**3. No. of group participation**

8 Countries	Canada
	Colombia
	Germany
	Korea
	South Africa
	Spain
	Tunisia
	USA

**4. Breakdown by countries:**

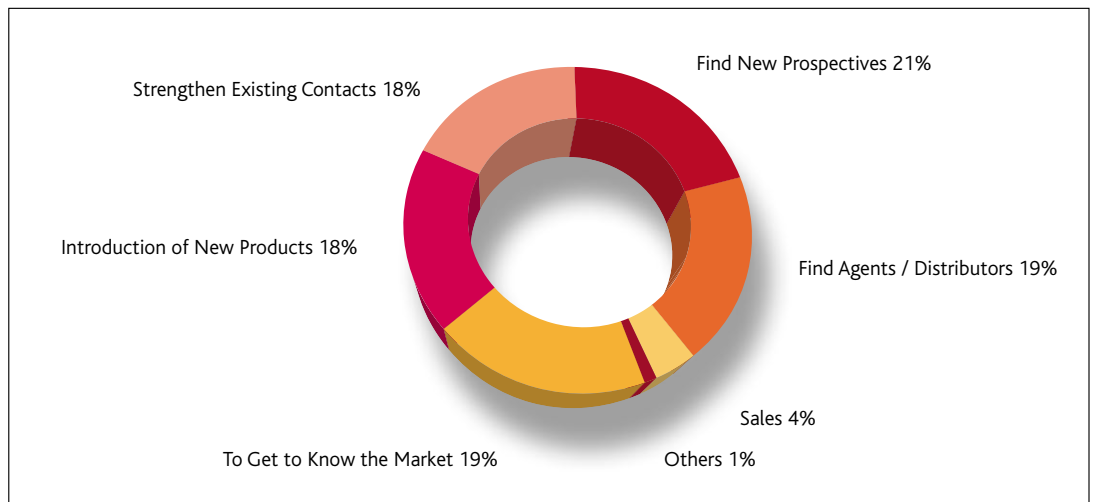
Australia	1
Canada	8
Colombia	2
France	2
Germany	16
India	80
Indonesia	2
Iran	2
Korea	9
Netherlands	2
Portugal	1
Russia	1
Singapore	2
South Africa	7
Spain	13
Tunisia	9
USA	12

## Exhibitor Survey

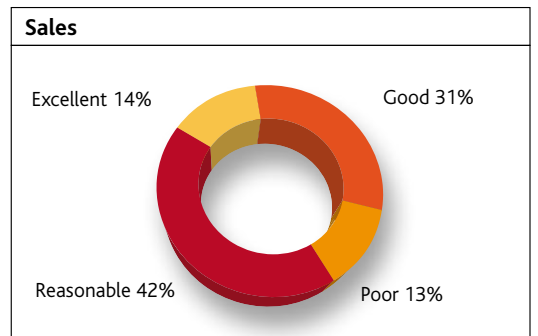
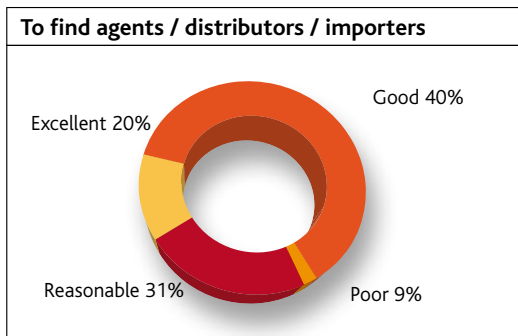
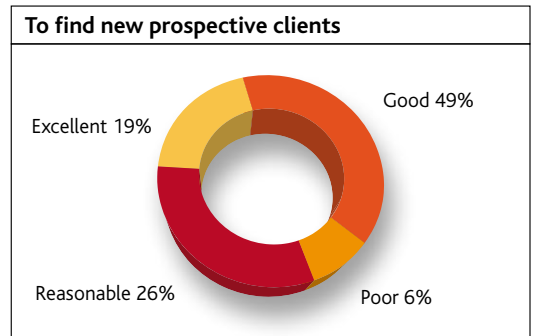
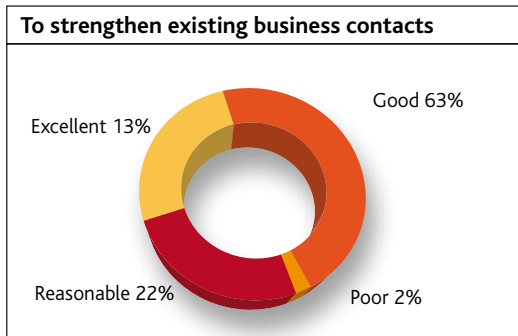
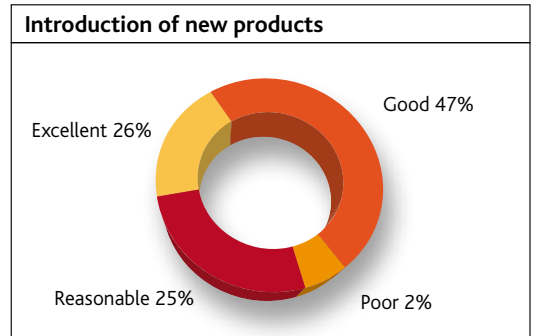
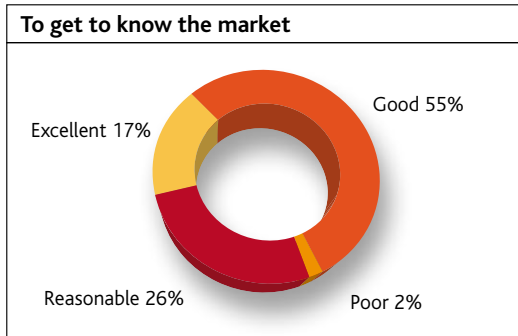
### 1. Number of exhibitors per product category (Multiple response)

Provision and Staple Foods	2 %
Fine and Health Foods	19 %
Conserves, Spices, Fruit and Vegetable Products	8 %
Food Additives and Ingredients	3 %
Fish, Shellfish and Seafood	1 %
Fresh Food Products	4 %
Frozen Food, Ice Cream	4 %
Meat and Poultry	2 %
Sweets, Snacks and Confectionery	19 %
Milk and Dairy	2 %
Bread and Baked Products	2 %
Alcoholic Drinks	4 %
Non-Alcoholic Drinks	8 %
Hot Beverages	1 %
Raw Materials	3 %
Grocery Products	3 %
FoodService	1 %
Others	14 %

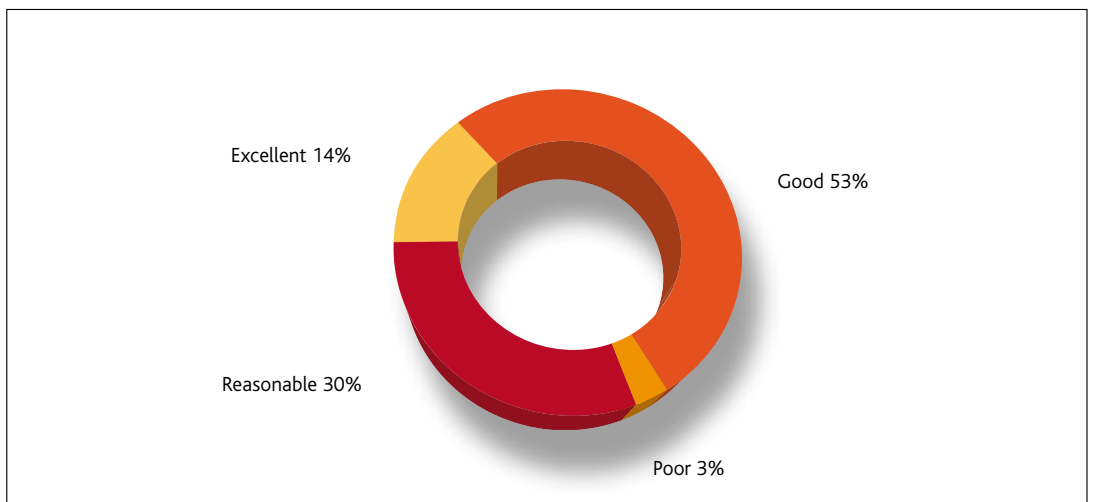
### 2. Your main objective and result relating to Annapoorna – World of food India 2011:



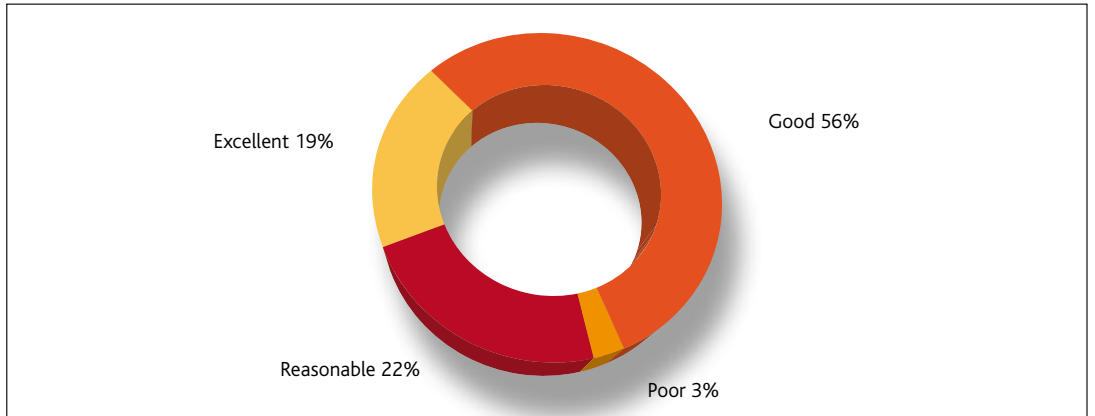
3. How do you rate the success of your participation related to the objectives?



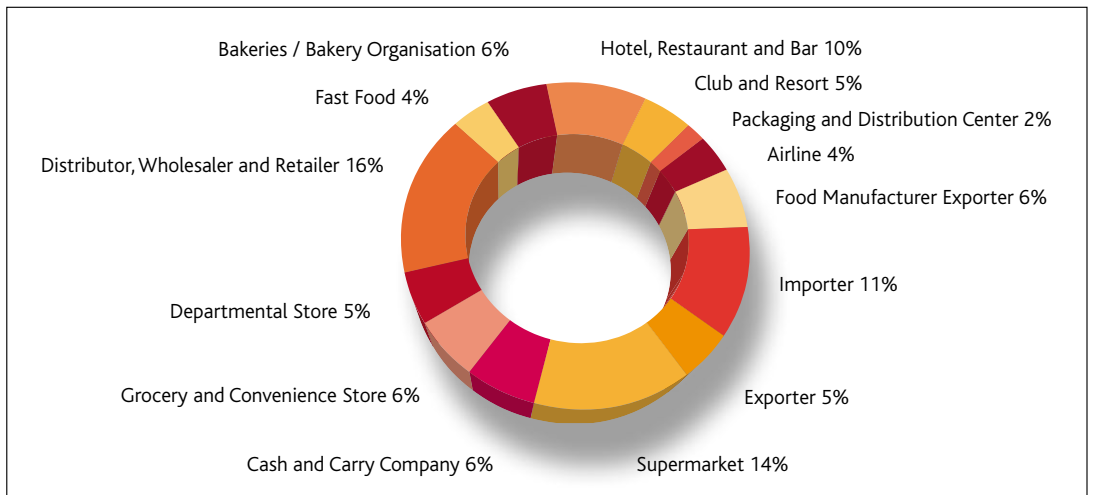
4. How do you rate the prospects of follow-up business?



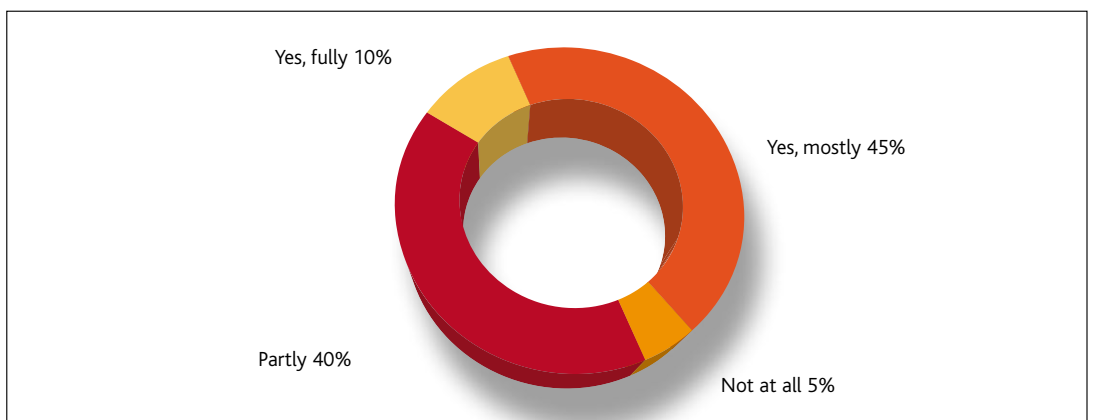
5. How do you rate your overall success?



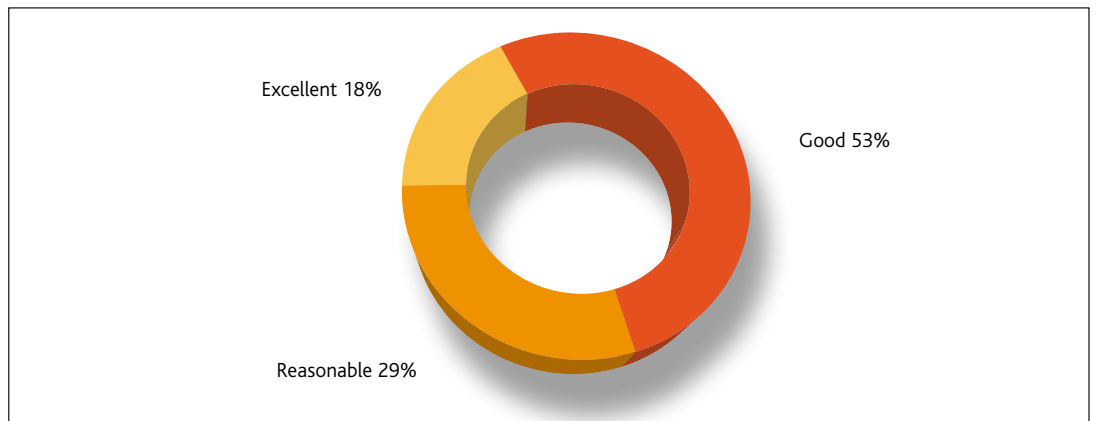
6. Which visitors are your main target groups here at Annapoorna – World of food India 2011?



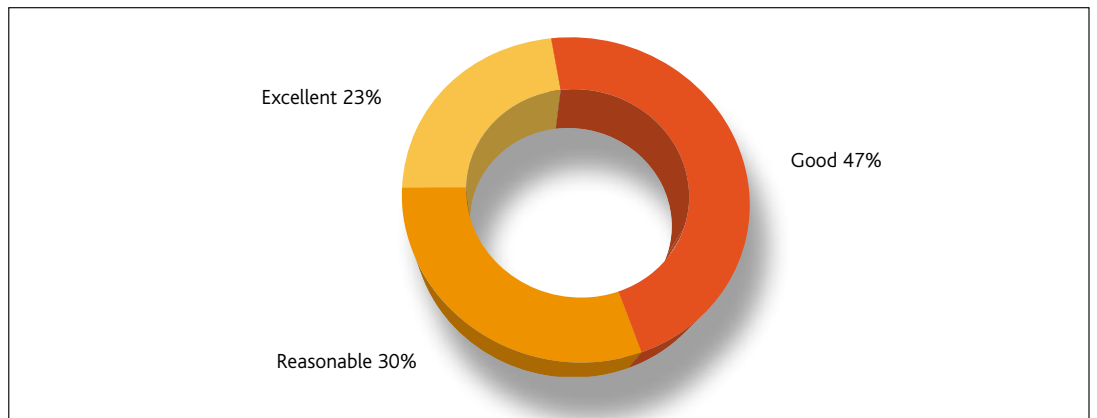
7. Did you meet your relevant customers?



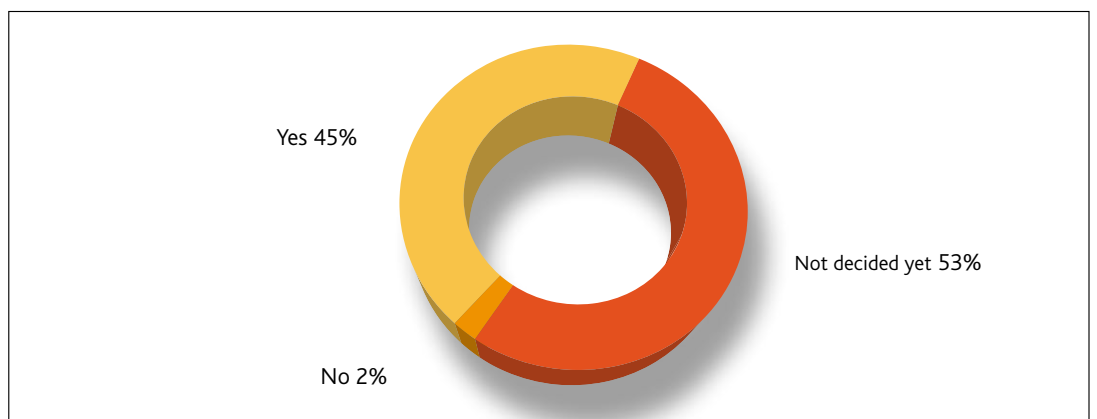
8. Visitor profile – How do you rate the visitors at Annapoorna - World of food India 2011?  
"Number of Visitors"



"Quality of Visitors"



9. Are you planning to participate in Annapoorna – World of food India 2012?



## VISITOR STATISTICS

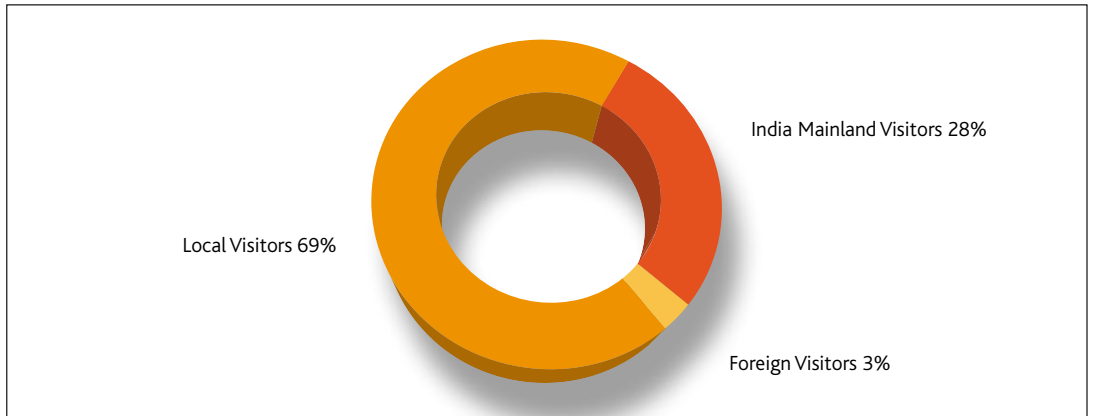
### 1. Number of Visitors

Indian visitors	6,079	
Foreign visitors	216	
During the 3 days:	6,295	from 41 countries

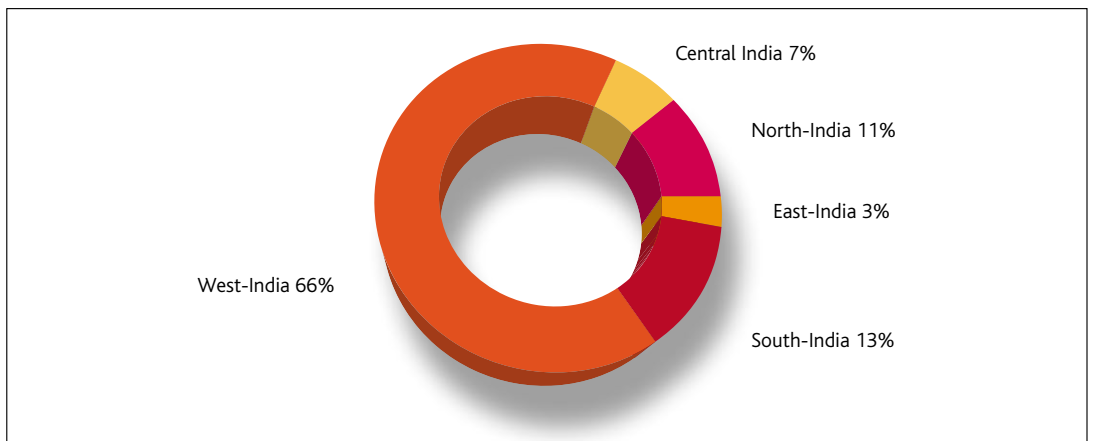
### 2. Breakdown by country

Australia  
Belgium  
Canada  
China  
Colombia  
Cyprus  
France  
Germany  
Hungary  
India  
Indonesia  
Iran  
Italy  
Jamaica  
Japan  
Jordan  
Korea  
Malaysia  
Maldives  
Mauritius  
Mayotte  
Nepal  
New Zealand  
Nigeria  
Oman  
Palestine  
Papua New Guinea  
Philippines  
Poland  
Qatar  
Russia  
Singapore  
South Africa  
Spain  
Sri Lanka  
Thailand  
Turkey  
UAE  
UK  
USA  
Vietnam

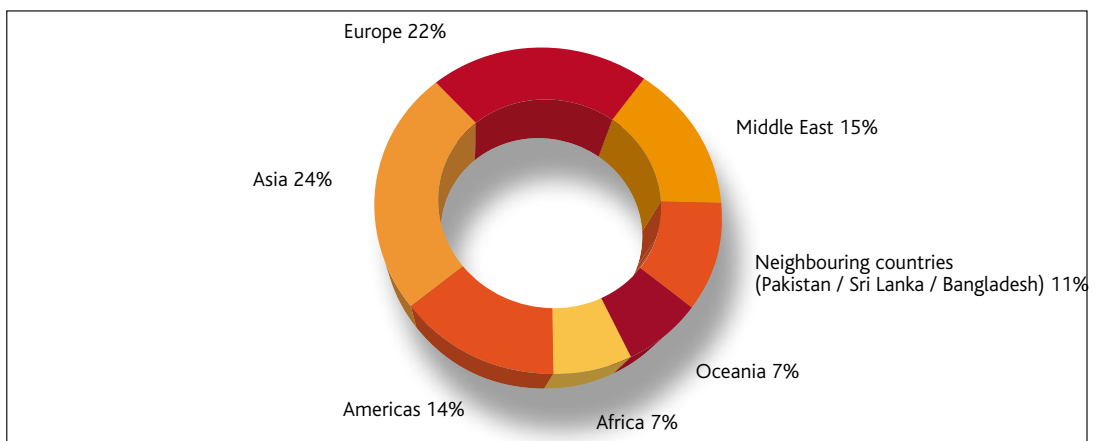
3. Visitors by region



4. Analysis of Main Land Area (Not including Mumbai Visitors)

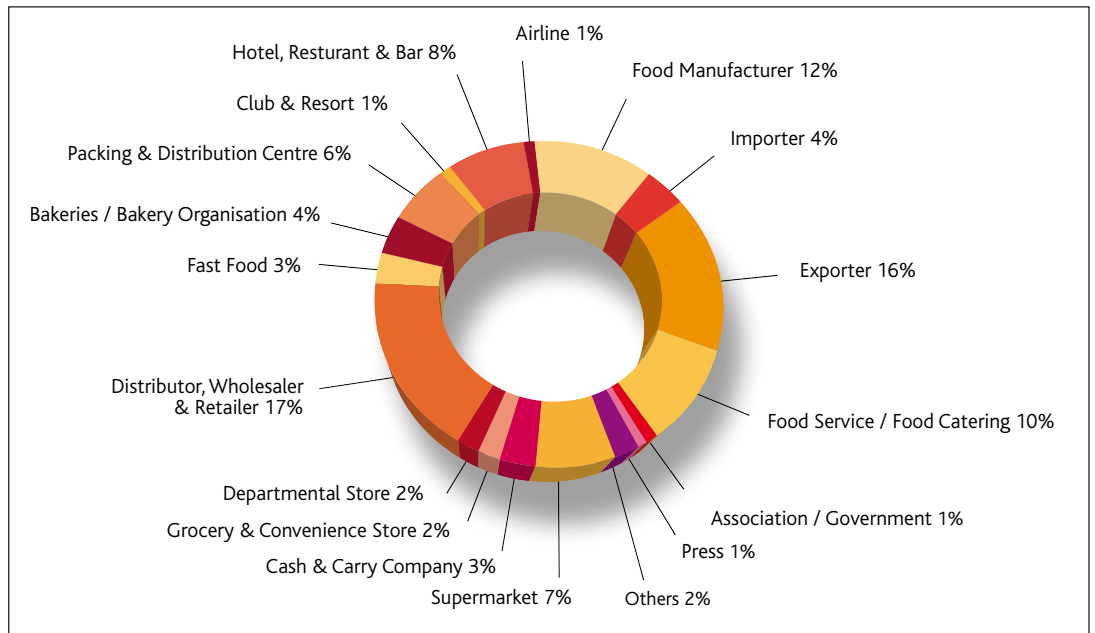


5. Visitors came from abroad (Not including India)

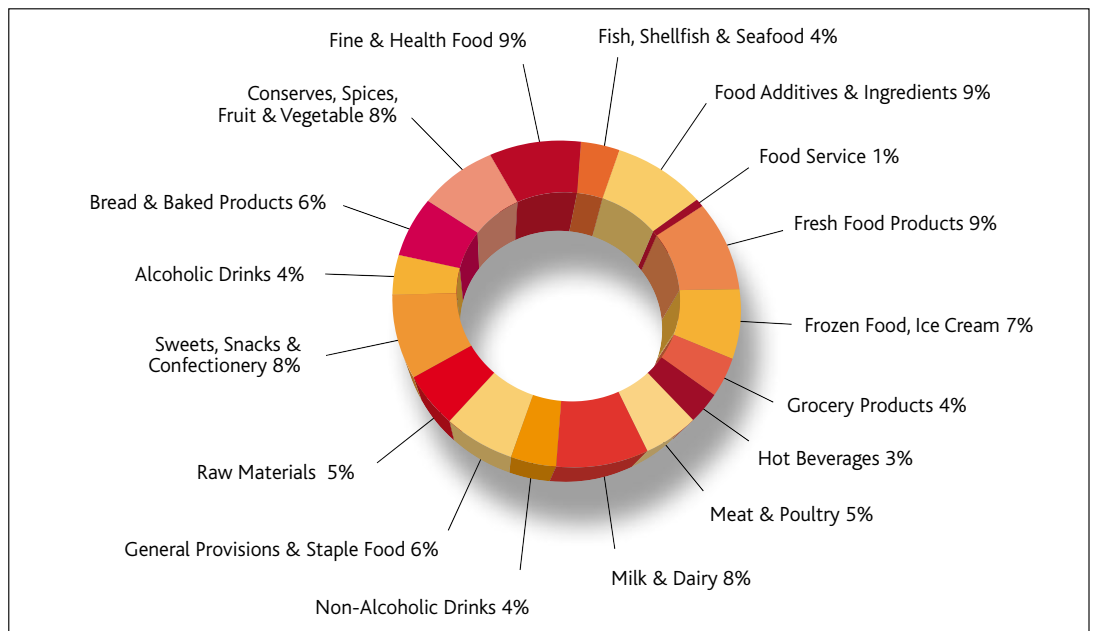


## VISITOR PROFILE

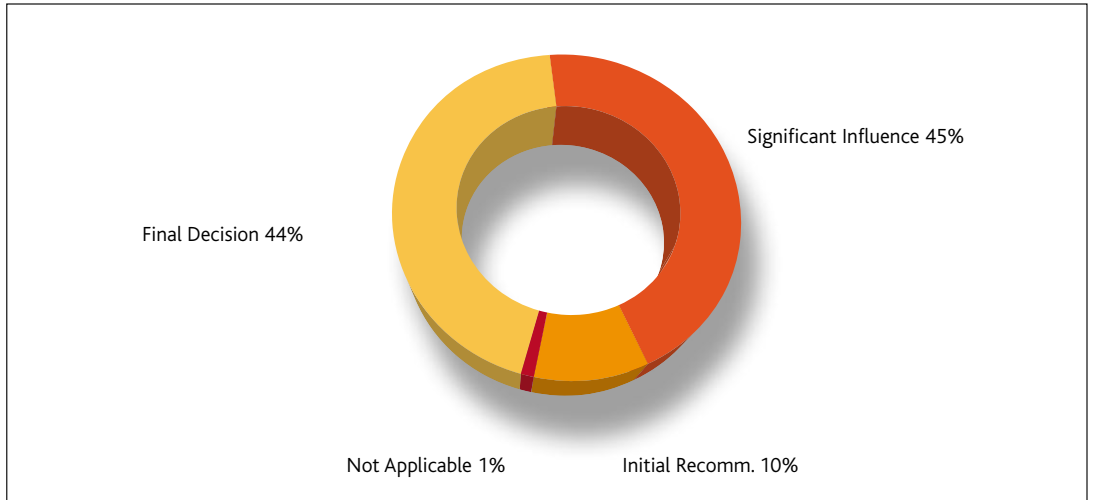
### 1. What is your company's main activity?



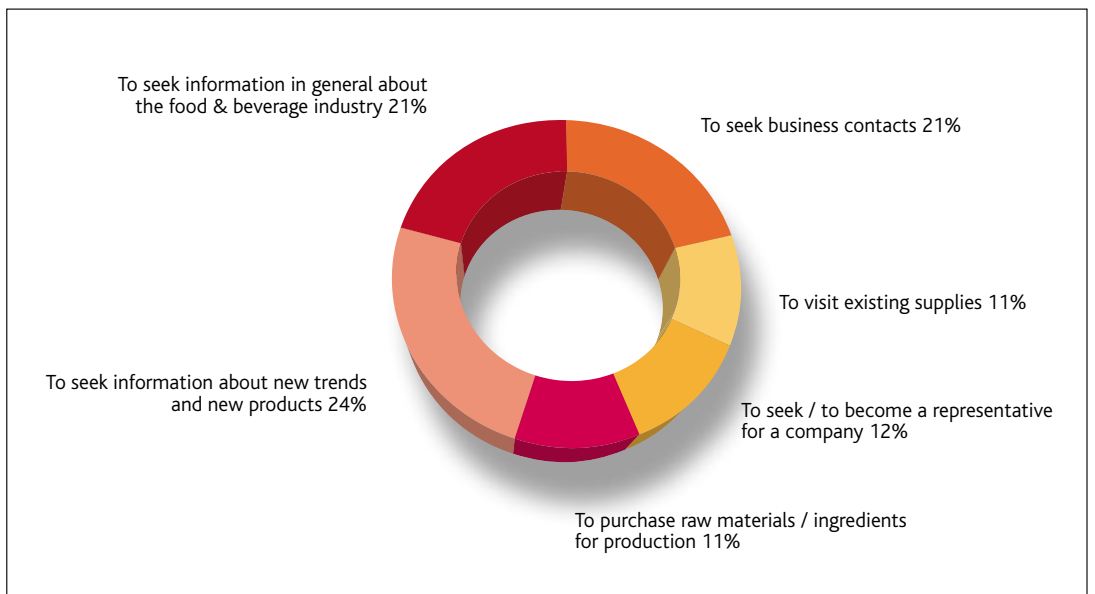
### 2. What products and services are you interested in?



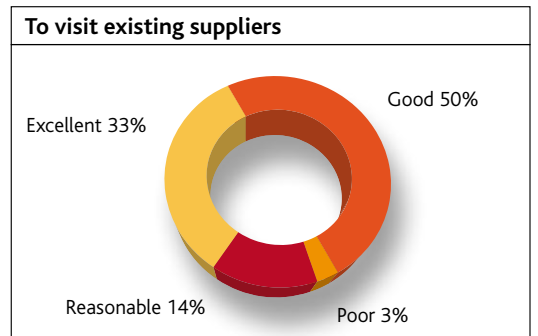
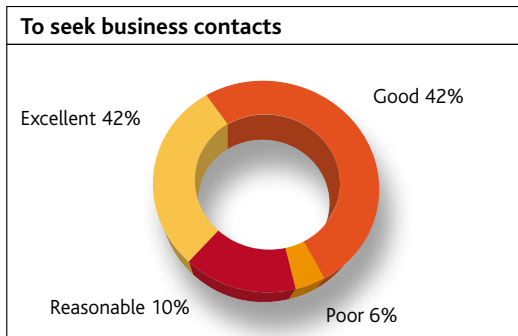
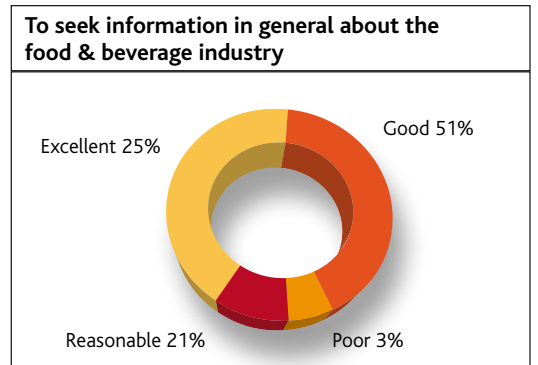
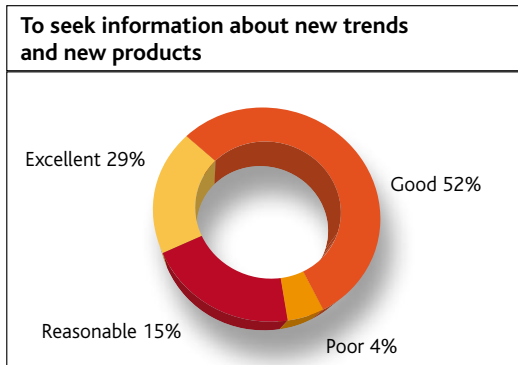
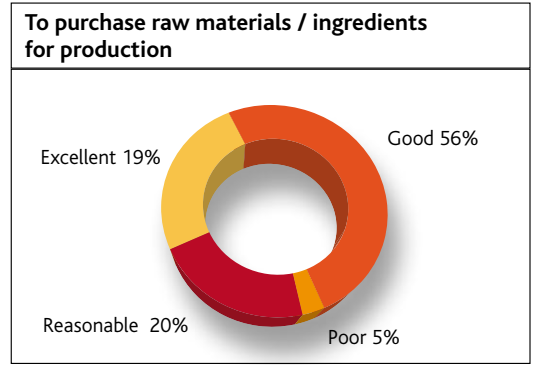
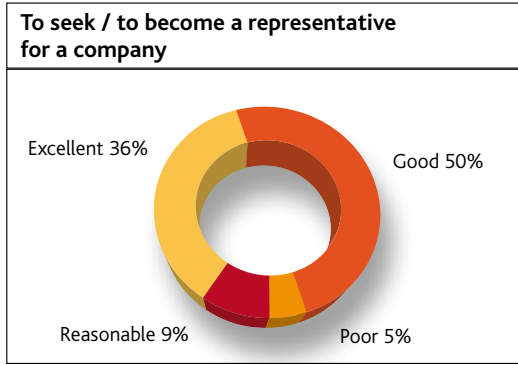
3. Your Role in Purchasing



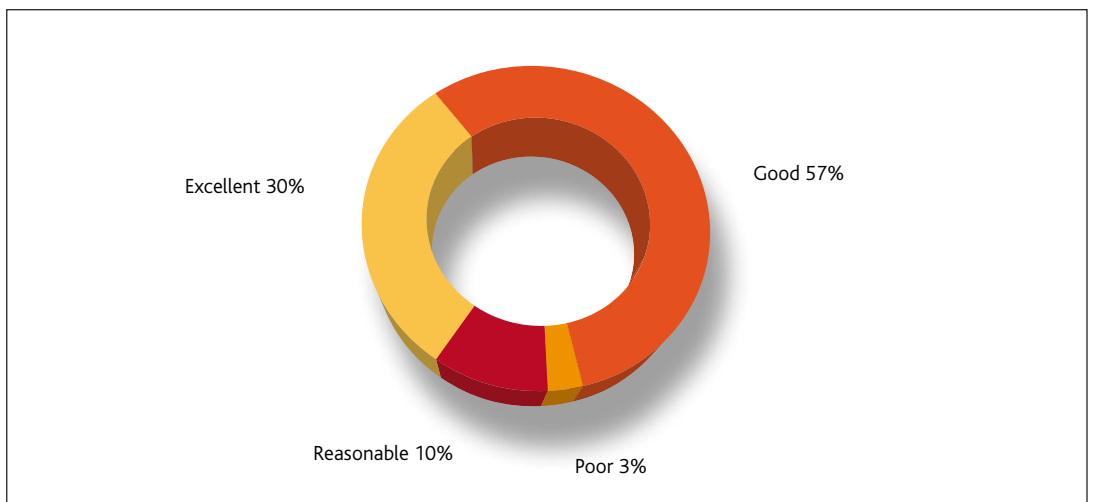
4. What is your main objective for visiting Annapoorna – World of food India 2011?



5. How do you rate your visit related to the objects?



6. How do you feel about your visit to Annapoorna- World of food India 2011?



## EXHIBITOR QUOTES

"This exhibition was a well planned and executed show in comparison to our previous show experience here in India. Annapoorna-World of food India seems like a show with a great deal of potential for growth."

*George Paulose , Ames International, USA*

"Well organized trade fair. The atmosphere gave people a good chance to get around and informed about various products."

*Jayesh B. Kathad, Dashan Foods Ltd., India*

"Annapoorna-World of food India was a nicely organized exhibition. This show is a good platform to meet targeted customers, as well as to introduce new products to your goal oriented audiences."

*Umesh Gujarati, Jain Irrigation Systems Ltd., India*

"It was a good show, with good visitors. It was also helpful for our business."

*Anagna Snikare, Trade India.com, India*

"Good Platform to enter the industry. Good networking within the exhibition itself."

*Kayan Motasha, Kay Nutritionals Pvt. Ltd., India*

"Excellent platform for the foreign companies to exhibit their products."

*Praveer Srivastava, Ludwig Schokolade, Germany*

---

Further information is available at: [www.worldoffoodindia.com](http://www.worldoffoodindia.com)

The next Annapoorna World of food India will take place once again in Mumbai from **26th to 28th September 2012**.