

October 2018, Mumbai

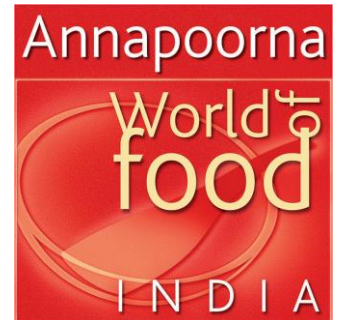
Annapoorna - World of Food India 2018: strong visitor and exhibitor growth confirms position as leading trade platform

- Visitor record with 10,232 trade visitors
- Increase in number of exhibitors by 45 %
- Increasing internationality

The 13th edition of Annapoorna - World of Food India closed its doors on 29 September 2018 in Mumbai with a visitor record. 10,232 trade visitors from around the world informed themselves about the diverse offering of the central trade platform for the food and beverage industry on the Indian subcontinent. The trade fair was also able to register an extraordinary increase in terms of exhibitors: 338 companies from 20 countries (45 % increase in comparison to last year's edition) presented their products. In addition to the national pavilions from India, Italy, Poland, the Republic of Korea and Turkey, there were pavilions from Brazil and New South Wales/Australia for the first time. The internationality, the presentation of the Annapoorna Food Retail Awards 2018, as well as the diverse conference programme once again made the trade fair the ideal industry meeting point for companies and the most important platform for the food and beverage industry in India. The Annapoorna - World of Food India is jointly organised by the Koelnmesse YA Tradefair Pvt. Ltd. and the Federation of Indian Chambers of Commerce and Industry (FICCI). The coming edition will take place from 29 to 31 August 2019 under the new name Annapoorna - ANUFOOD India.

The ceremonial opening of Annapoorna - World of Food India 2018 took place on 27 September 2018 in hall 6 of the Bombay Exhibition Centre. Present were Stefania Costanza, Italian Consul General, Fabrizio Giustarini, Trade Commissioner of the Italian Trade Agency, Ali Tolga Kaya, Consul General of the Republic of Turkey, Herbert Marner, Chief Financial Officer of Koelnmesse GmbH, Anne Schumacher, Vice President Trade Fair Management of Koelnmesse GmbH, Ashwani Pande, Managing Director of Koelnmesse YA Tradefair Pvt. Ltd., as well as Praveen Mittal, Director of the Federation of Indian Chambers of Commerce and Industry (FICCI).

With its focus on the relevant areas of the food and beverage industry, the Annapoorna - World of Food India is the number one B2B trade fair for the Indian subcontinent for customers from at home and abroad. In addition to fine foods, meat and poultry, the offering also includes milk products, bread and baked goods, as well as alcoholic and non-alcoholic beverages. Trade visitors from various segments of the industry, like the wholesale and retail trade or food service and the hotel industry find a broad assortment at the trade fair and the right trading partners for their specific requirements.



Annapoorna - World of Food India
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Bombay Exhibition Center,
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www.worldoffoodindia.com

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International country and regional pavilions

Among the highlights of this year's trade fair edition were international pavilions, such as the new country pavilions of APEX Brazil, with 20 producers from the Brazilian agriculture, food and beverage industries. Also represented with its own pavilion at the trade fair for the first time was New South Wales/Australia. Ten food and beverage companies from the fifth continent presented their latest products for the Indian market here. In terms of internationality, the event also experienced a clear increase on the visitor side: among others, delegations from Azerbaijan, Indonesia, Russia, Sri Lanka and Vietnam used the trade fair as a business platform and informed themselves about the development of the Indian food products industry. In addition to the additional international country pavilions from Italy, Poland, the Republic of Korea and Turkey, importers had their own pavilion for the first time. The pavilion organised by the Forum of Indian Food Importers (FIFI) provided ten of the most important Indian food and beverage importers with a platform for business contacts. The regional country pavilions from India are strongly represented with the federal states of Karnataka, Jharkhand, Bihar, Odisha, Madhya Pradesh and Telangana. They presented projects in the food sector to international trade visitors and offered smaller and medium-sized food and beverage manufacturers new business opportunities.

The special pavilion of the Ministry of Food Processing Industries (MoFPI) and the Department of Industrial Policy & Promotion (DIPP) celebrated another premiere. Under the title "Jewels of India: Made in India, Made for the World", 40 food products from various regions of India were introduced. The Annapoorna - World of Food India also included the live cooking and master class events as an attraction. Accompanied by the Indian TV channel FoodFood, the visitors for cooking demonstrations got to watch master chefs up close and get to know new recipes. Well-known Indian head chefs like Anupa Das, Shailendra Kekade and Shantanu Gupte provided instructions for the professional preparation of foods with a "Salad Master Class" or master courses on "Continental" and "Hot and Cold Soup". Wine expert Vaniitha Jaiin recommended the suitable wine in her "Wine Master Class".

Extensive congress programme

The extensive congress programme of Annapoorna - World of Food India was about new developments, trends and investment possibilities in the Indian food and beverage industry. The conferences of the Retailers Association of India (RAI) and the Federation of Indian Chambers of Commerce and Industry (FICCI) made reference to the importance of the trade fair for profitable business. Acknowledged industry experts provided insights here into the most relevant themes of processing and the trade with food products.

Among the renowned participants of the conference on the theme of "Investment Opportunities in the Food Processing Sector & Value Chain" organised by the FICCI were L. N. Gupta, Additional Chief Secretary, Dept of MSME, Govt. of Odisha, Dr. S. Siddharth, Principal Secretary, Dept of Industries, Govt. of Bihar, Dr. Rajesh Rajora, Principal Secretary, Dept. of Horticulture & Food Processing, Govt. of Madhya Pradesh, Akhil Gawar, Director, Food Processing Society, Govt. of Telangana. Moderated by Rajiv Aggarwal, Joint Secretary, DIPP, Ministry of Commerce & Industry, the second discussion panel illuminated "Emerging Trends in the Indian Food Processing Sector - Opportunity & Challenges". Participating experts were Nand Kumar Kulkarni, Director-Manufacturing, Mondelez India; Prabodh Halde, Head Regulatory Affairs, Marico India; Girish Pai, Vice President,

Natural Ice Creams; Ghaus Mohd, Managing Director, Zain Natural Agro India Pvt. Ltd.

The CEO roundtable conference organised by the Retailers Association of India (RAI) on the theme of "Using Digital to Manage, Engage and Influence", at which approx. 700 delegates from various segments and countries participated, had high quality speakers. Hosted by Ashish Pherwani, Media & Entertainment - Sector Leader - EY India, participating were Dheeraj Arora, Vice President - Modern Trade, eCommerce & Institutional Business, HUL; John Wilcox, CEO, Reliance Market (A Division of Reliance Fresh Ltd.); K. Radha Krishnan, CEO, StarQuik (TATA Group); Kumar Rajagopalan, CEO, RAI and Sagar Daryani, Co-founder & CEO, Wow! Momo Foods Pvt. Ltd.; Vinay Shrivastava, Head - New Business, Marico Ltd. Among the speakers were Anil Chandhok, Director & CEO, Chenab Impex; Dr. Shatadru Sengupta, Senior Director, McDonald's India (Hardcastle Restaurants Pvt. Ltd.); Gopal Naik, Sr. Vice President, Aditya Birla Retail Ltd and Saud Al Mazrouei, Director - Hamriyah Free Zone, Sharjah.

Annapoorna Food Retail Awards 2018

Another highlight of Annapoorna - World of Food India was the conferring of the Annapoorna Food Retail Awards 2018. The awards presented by the Retailers Association of India (RAI) honour individual persons and companies for their exemplary contributions to the food trade in India. This year's jury included R. S. Sodhi, Managing Director, GCMMF (AMUL); Chamari Rodrigo, Consul General, Consulate General of Sri Lanka; Marja Sirkka, Deputy Consul General, Consulate General of the Federal Republic of Germany; Mark Morley, Trade Commissioner - India & Pakistan, Australia Trade & Investment Commission; Padmashri Chef Imtiaz Qureshi, Celebrity Chef, Master Chef - ITC Hotels; Chef Hemanth Oberoi, Celebrity Chef - Hemanth Oberoi Restaurant; Chef Sanjay Malkani, Celebrity Chef; Chef Gautam Mehrishi, Celebrity Chef, Corporate Chef - Sand-N-Sun Group of Hotels; Chef Harpal Singh Sokhi, Celebrity Chef; Anil Talreja, Partner, Deloitte India; Garish Oberoi, President, The Federation of Hotel & Restaurant Associations of India; Vinod Channa, All-rounder fitness expert; Gerald Böse, President and Chief Executive Officer, Koelnmesse GmbH; Amit Lohani, Founder and Director, Forum of Indian Food Importers (FIFI) and Kumar Rajagopalan, CEO, Retailers Association of India (RAI).

Distinguished were projects in the following categories:

Supermarket of the Year:

STAR Market by Trent Hypermarket Pvt. Ltd.

Hypermarket of the Year:

LuLu Hypermarket by Lulu International Shopping Mall Pvt. Ltd.

QSR of the Year (Indian Brand):

Wow! Momo by Wow Momo Foods Pvt. Ltd.

QSR of the Year (International Brand):

Burger King by Burger King India Pvt. Ltd.

Food Services Aggregator of the Year:

go4fresh by Fresh Produce Value Creation Services Pvt. Ltd.

Restaurant of the Year:

Cafe Delhi Heights by Batra Bros Food and Beverages Private Limited & Mamagoto by Azure Hospitality Pvt. Ltd.

Food Start-Up of the Year:

Freshtohome Foods by Freshtohome Foods Pvt. Ltd.

Food CEO of the Year:

Sagar Daryani by Wow Momo Foods Pvt. Ltd.

Private Label Food Retailers of the Year:

SPAR Hypermarket by Spar Hypermarket (Max Hypermarket India Pvt. Ltd.)

Tech Adoption Food Retailers of the Year:

SPAR Hypermarket by Spar Hypermarket (Max Hypermarket India Pvt. Ltd.)

The coming edition of Annapoorna - World of Food India will take place from 29 to 31 August 2019 under a new name. In the course of the global strategy of Koelnmesse for all food and beverage trade fairs, the event will take place as of the coming year as Annapoorna - ANUFOOD India. Associated with this, the concept of the trade fair as the leading business platform of the food and business industry in India is being further expanded.

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

FICCI is the largest and oldest apex business organization in India. A non-government, not-for-profit organization, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

Further information is available at: www.ficci.com

The next events:

yummex Middle East - The Event for Sweets & Snacks Professionals, Dubai, UAE, 30.10.-01.11.2018

ANUFOOD China - The leading food & beverage exhibition serving North Asia, Beijing, China, 21.11.-23.11.2018

ISM - The world's largest trade fair for sweets and snacks, Cologne, Germany, 27.01.-30.01.2019

Note for editorial offices:

Annapoorna - World of Food India 2018 photos are available in our image database on the Internet at www.worldoffoodindia.com.

If you reprint or publish this document, please send us a sample copy.

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