PRO FOODS PRO PACK 2013
POST SHOW REPORT

The Sri Lanka Food Processors' Association (SLFPA) together with Lanka Exhibition and Conference Services. Pvt. Ltd organised the 12th edition of **Pro Foods Pro Pack & Ag-Biz 2013** Exhibition from 23rd to 25th August 2013 at the Sirimavo Bandaranaike Memorial Exhibition Centre (SBMEC), Colombo, Sri Lanka.

The Event was supported by the Ministry of Industry & Commerce, Ministry of Agriculture, National Agribusiness Council (NAC) and the Processed Food Development Initiative (PFDI).

Pro Foods Pro Pack 2013 is one of the largest and most influential Processed Food & Packaging related Exhibition in Sri Lanka and was held for the 12th consecutive year. The Event provided a platform for the exhibitors to play a major role in stimulating brand value and marketing as a supplier of diverse food and packaging products.

The Event was inaugurated on the 23rd of August 2013 by Hon. Basil Rajapaksa, the Minister Economic Development, Government of Sri Lanka along with H. E. Mr. Y. K. Sinha, High Commissioner, Indian High Commission, Sri Lanka in the presence of the stake holders of the Industry from public and private sector.

Kerala Pavilion at Pro Foods Pro Pack 2013

Pro Foods Pro Pack 2013 featured a Kerala Pavilion coordinated by Department of Industries, Government of Kerala through Kerala Bureau of Industrial Promotion (K-BIP) profiling 16 Units from the food & beverages and food processing sector in Kerala.

Exhibitors in Kerala Pavilion

1. Al-Mela Marketing (P) Ltd., Thiruvananthapuram
2. A to Z Packagings , Kochi
3. Baker N Chef Enterprises, Kalamassery
4. Century Polymers, Kollam
5. Hoteltek Beverages Pvt. Ltd, Thiruvananthapuram
6. Kottackal Agro Foods, Ernakulam
7. Lyka Packaging Pvt. Ltd., Ernakulam
8. Mathewsons Exports & Imports Pvt. Ltd., Cochin
9. Mechanical Assembly Systems (India) Pvt. Ltd., Alappuzha
10. Packlock Machines (P) Ltd., Thrissur
11. Paramount International, Kozhikode
12. Pilot Smith (India) Pvt. Ltd., Thrissur
13. Sevana Traders & Services P. Ltd., Kochi
14. SLK Food Processing, Kozhikode
15. Gusto Hotelware Cutlery, Kochi
16. Zeba Labs Furniture Pvt. Ltd., Kochi.

Special Attractions at the Event

- **Cookery Demonstration**
  An ongoing cookery demonstration was held during the 3 days of the event in order to promote the products of the stall holders and to attract visitors to the Event.

- **Food Tasting & Sampling**
  Most stall holders carried out cooking demonstrations as well as sampling in addition to offering discounted rates for the consumers.

- **Special Hourly Raffle Draws**
  The Association held an Hourly raffle draw for the visitors in order to attract more visitors. The Gift packs were an assortment of member products.

- **Award Night**
  On August 24th 2013, an Award Night was also held and Best Stall-Food & Drink / Best Stall- Packaging / Best Stall-Machinery & Best Stall-International Participation was given to the respective winners. All Participants were invited for the Awards Night where the above awards were also presented to the winners.

<u>Exhibitor Profile</u>

Processed Food and Beverage / Dairy Products/Packaging /Food Technology/Retailing And Vending System/Refrigeration aAnd Cold Chain/Universities - Food Science and Technology/Government Agencies/Distribution and Logistics/Certifying Bodies/Research Institutes/Financial Institutes / Agriculture Companies/Fertilizers.

Visitor Profile

Importers/Exporters/Wholesalers/Supermarkets/Bakers & Confectioners/Trade Export Promotion Councils/Business Institution/Packaging & Distribution Centres/Food Manufactures and Processors/ Hotels, Restaurants, and Fast Food Outlets/Department Stores and Self – employed Retailers/Trade and Export Promotion Councils / Food Processing Manufactures/Beverage Productions/ Food Manufactures /Machinery Import and Distributors/Retail Packaging /Contract Packaging /Bulk and Value Added Tea Exporters/Canneries/Laboratory/Pharmaceutical Manufactures/Packing material Manufacturers/Dairies/Bakery Owners/Refrigeration / Government Agents & Officials.

Visitor Statistics

- Visitor Ticket Sales - 26,500 Nos.
- Trade Invitees - 2,850 Nos.

Exhibitors Statistics

- 315 Stalls
- 225 Companies took part
- Over 100 local exhibitors with their International Representation
- 75 direct foreign companies took part including from India; Kerala State Pavilion, APEDA Pavilion, China Pavilion, Singapore, Malaysia, South Korea, Thailand, UK, UAE etc.

The exhibition was a great success with a total of 225 organizations (both local & foreign) exhibited with 315 Stalls during this year's exhibition with a total of 26,500 visitors and over 2,850 trade invitees visited the exhibition.

The Event which witnessed an evolutionary increase over the decade has been in existence & was held under the theme 'from farm to fork' denoting the entire chain of the food industry which include the inception of the food which mainly revolve around farms, to

the process and finally, the food table of the consumer. The audience of the exhibition was mainly comprise those with intimate knowledge of the industry looking to expand and innovate together with newcomers to the industry who are willing to learn and network in order to develop the industry.

This year's Event included successful participation from the regional SME sectors with 20 companies and 4 Universities (Food Science Dept.) participating under the banner of the Ministry of Industry & Commerce, Sri Lanka. It also showcased the latest technology developments in all Sectors and also brought together technology and suppliers, entrepreneurs and support services on a single platform.

The post Event evaluation has revealed a strong positive desire by the exhibitors and the participants to be engaged in future exhibitions as well. It was also mentioned about the increase in Small and Medium scale Enterprises and the latest innovative products they had to offer.

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