

REPORT



Aahar 2013 Exhibition **Pragati Maidan, New Delhi** **March 14 to 18, 2013**

AAHAR 2013 EXHIBITION

The 28th International Fair on Food, Food Processing & Related Equipments, Hotel & Restaurant Equipments & Supplies, **AAHAR 2013 Exhibition** was organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 14 to 18, 2013.

The Exhibition was held with the support of the Ministry of Food Processing Industries, Government of India in association with Agricultural & Processed Food Products Exports Development Authority (APEDA), Association of Resource Companies for the Hospitality Industry of India (ARCHII), All India Food Processors Association (AIFPA), Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI) and Forum of Indian Food Importers (FIFI).

ITPO

ITPO, the premier trade promotion agency of the Ministry of Commerce and Industry, Government of India, is committed to showcase excellence achieved by the Country in diverse fields especially trade and commerce.

ITPO, provides wide spectrum of services to trade and industry and act as a catalyst for growth of India's trade. ITPO approves holding of international trade fairs in India and regulates holding of various expositions in India primarily to avoid duplication of efforts while ensuring proper timing. It manages India's world class exhibition complex which is constantly upgraded to keep it in a high standard of readiness. Spread over 141 acre of prime land in the heart of India's capital, New Delhi, Pragati Maidan offers about 65054 sq. mtrs. Of covered exhibition space in 16 halls, besides, 11623 sq. metres of open display area. The state- of - the-art exhibition halls have enhanced the appeal of Pragati Maidan as the ideal centre for increasing number of fair organizers and business visitors from different parts of the world. ITPO has an extensive infrastructure as well as marketing and information facilities that are availed by both exporters and importers. It

assists buyers seeking information relating to sourcing products from India and providing opportunities for India's trade and investment.

ITPO's Regional Offices at Bangalore, Chennai, Kolkata and Mumbai through their respective profile of activities, ensure concerted and well coordinated trade promotion drive throughout the Country. With the commissioning of the state-of-the-art Chennai Trade Centre (CTC) in January 2001 and the Trade Centre Bangalore (TCB) in September 2004, ITPO has provided technical assistance in construction of the first phase of the setting-up of modern exhibition facilities outside Delhi.

Aahar 2013 Exhibition

Aahar Fairs have been playing a significant role not only in bringing together the potential business partners from India and abroad but also providing a platform for implementing Government Schemes for infrastructural development like establishing food parks, packaging and value-added centres, integrated cold-chain facility, etc. It also offers a reliable and time tested forum for B2B transactions, exploration of joint ventures, technological upgradation and sourcing opportunities.

Aahar 2013 – Facts at a Glance

AAHAR 2013: 28th International Food & Hospitality Fair covers two concurrent exhibitions – 'Food India' and 'Hospitality India'.	
Dates & Timings	Exclusively for business visitors <i>March 14-18, 2013</i> 10.00 am to 6.00 pm <i>March 18, 2013</i> 10.00 am to 2.00 pm <i>For General Public</i> 2.00 pm to 6.00 pm
Venue	Hall Nos. 1R, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 12A, 14 & 15 at Pragati Maidan, New Delhi.

Display of Profile	Food Products; all kind of food & processed food including beverages; Machinery and equipment for food processing, beverages, poultry, milling, farm, dairy, bakery & confectionary, packaging, laundry, Hotel and Kitchen equipments, Air-conditioning, refrigeration and cold storage systems; Machinery related to food processing & packaging of food products, milling machinery, poultry, farm equipments and supplies; Dairy & Confectionery equipments; Air-conditioning, refrigeration & cold storage systems; Air & Water pollution control equipments & accessories, Housekeeping, interior, health and fitness equipments, consultancy services, all allied products, equipments and supplies relating to the food and hotel industry.
Exhibitors	620 Participants.
Countries	Austria, Canada, China, Denmark, Germany, Indonesia, Italy, Malaysia, Romania, Singapore, Spain, Sweden, South Korea, Thailand, Turkey, UAE and USA.
Supported by	<ul style="list-style-type: none"> • Ministry of Food Processing Industries, Government of India. • Agricultural Processed Food Products Export Development Authority (APEDA).
Associates	<ul style="list-style-type: none"> • Association of Resources Companies for the Hospitality Industry of India (ARCHII). • Hotel & Restaurant Equipment Manufacture's Association of India (HOTREMAI) • All India Food Processors' Association (AIFPA) • Forum of Indian Food Importers (FIFI).

Participation of Kerala State

To promote the products / technologies of Micro, Small & Medium Enterprises of the State and to promote export related products produced from the State in the Food Processing Sector, Kerala participated in Aahar 2013 Exhibition held at Pragati Maidan, New Delhi from March 14 to 18, 2013. Opportunity was provided for the MSMEs of the State for participation and to display their products and technologies in the Kerala State Pavilion.

Accordingly 132 Sq.Mt. space for setting up the Kerala State Pavilion was blocked in Hall No.1R for the Exhibition. The space was converted in to a full fledged Kerala State Pavilion with the participation of MSMEs from Kerala.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for participation of Kerala State and setting up the Kerala State Pavilion in the Aahar 2013 Exhibition.



An exclusive State Pavilion was set up in the Exhibition by Kerala Bureau of Industrial Promotion (K-BIP) and the space was provided, free of cost, for Small & Medium Enterprises (SME Units) and Cluster Consortia from the State.

Participation of MSMEs

The following MSMEs from Kerala displayed their products and technologies in the Kerala State Pavilion.



- Nikasu Frozen Foods International
- Ruchipriya / Priya Instant Foods / Gramashree Food Products
- Pilots Smith (India) Pvt. Ltd. / Packlock Machines / Pacific Tanks Pvt. Ltd.
- Saico Food Products & Spices
- Royal Food Products (MEZZA)
- COPS - Kanhirapuzha Farm Club
- Nambiyattukudy Agro Industries
- Century Polymers
- Almela Marketing Pvt. Ltd.
- Hoteltek Beverages Pvt. Ltd.
- Satbions Food & Additives Pvt. Ltd.



- Sevana Trades & Services Pvt. Ltd.
- KLF Nirmal Industries (P) Ltd.
- Crust 'n' Crumb Food Ingredients Pvt. Ltd.
- Manjilas Food Tech Pvt. Ltd. (Double Horse)
- Panda Foods (India) Pvt. Ltd.
- Mathewsons Exports & Imports Pvt. Ltd.
- Dinesh Foods
- Techno Consultancy Services
- KKR Group of Companies (Nirapara)
- Subicsha Coconuts Producer Co. Ltd.
- Keratech Pvt. Ltd.

Kerala Bureau of Industrial Promotion (K-BIP) and the National Centre for HACCP Certification (NCHC) also presented the activities and services being provided for the Food Processing Sector.

The Aahar 2013 Exhibition offered a platform for Kerala State to showcase the strengths of the State in the Food Processing Sector and provided the MSMEs in the Food Processing Sector of our State to exhibit their products & technologies.

The Aahar 2013 Exhibition also offered the participants for an increased business interactions and transactions among a large number of buyers / traders, machinery manufacturers, technology providers, kitchen equipment & machinery makers and food & food processing companies from India and abroad.

Conclusion

The Indian Food Processing Industry assumes great significance in terms of income, employment generation, poverty alleviation, improving agricultural productivity, reducing post-harvest losses, availability of better nutrition, export promotion and foreign exchange earnings.

Aahar 2013 Exhibition showcased the food products, food processing, hotel and restaurant equipment & supplies, machinery manufactures, technology providers etc. in the Food Processing and Allied Sectors. The Fair on the Food and Food Processing Industry provided a platform for the exhibitors to keep up-to-date of the latest innovation and technologies in the food industry.