

# Report

## **Silver Medal for Kerala State Pavilion**



## **Aahar 2014 Exhibition**

**Pragati Maidan, New Delhi**

**March 10 to 14, 2014**

**Aahar 2014 Exhibition**  
**March 10 to 14, 2014, Pragati Maidan, New Delhi**

The 29<sup>th</sup> International Fair on Food, Food Processing & Related Equipments, Hotel & Restaurant Equipments & Supplies, **AAHAR 2014 Exhibition** was organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 10 to 14, 2014.

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), Confederation of Indian Food Trade & Industry (CIFTI), All India Food Processors Association (AIFPA) and Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI).

**ITPO**

India Trade Promotion Organisation, the nodal trade promotion agency of the Government of India, has been charting a multi-dimensional course in conformity with its mandated role. Since its inception in 1992 and prior to that in its erstwhile incarnations of Trade Fair Authority of India and Trade Development Authority, ITPO has, for well over three decades, played a multi-faceted role in bringing out the strengths of the Indian economy through a focused seven band spectrum of activity.

The prism analogy of ITPO is appropriate in the context of its seven main activities that endeavour to carry the economy forward in the singular broadband of global competitiveness. Likewise, the spectrum metaphor that ITPO's activities have come to connote is inherent in the merging of all these diverse stands of activity into the organisational objective of facilitating consistently higher levels of India's external trade. This assumes significance particularly at this juncture when the country is aspiring to reach the one percent share of world trade. The seven activities that constitute the

spectrum are well defined and seek to facilitate the progression of the Indian economy towards the goal of rapid development.

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.

### **Aahar 2014 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 2014 – Facts at a Glance**

<b>AAHAR 2014:</b> 29 <sup>th</sup> International Food & Hospitality Fair covers two concurrent exhibitions – ‘ <b>Food India</b> ’ and ‘ <b>Hospitality India</b> ’.	
Dates & Timings	Exclusively for business visitors <i>March 10-14, 2014</i> 10.00 am to 6.00 pm <i>March 14, 2014</i> 10.00 am to 2.00 pm <i>For General Public</i> 2.00 pm to 6.00 pm
Venue	Hall Nos. 6 to 12A, 14, 15 & 18 at Pragati Maidan, New Delhi.
Display Profile	Food, Food Ingredients and Food Additives Fruits and Vegetables Dairy Products

	Bakery & Confectionary Products
	Organic and Health Products
	Meat and Poultry Products
	Processed Foods
	Wine and Beverages
	Food Ingredients
	Fine Food
	Food Preservatives
	Chocolates
	Alcoholic Beverages
	Cheese
	Machinery, Equipment and Supplies related to the Food and Hospitality Industry
	Bakery and Confectionary Equipment
	Kitchen Equipment
	Kitchen and Food Service
	Kitchenware Equipment- Crockery/Cutlery/ Chaffing Dishes
	Food and Beverage Equipment
	Food Processing, Packaging Equipment and Machinery
	Poultry, Farm Equipment and Supplies
	House-keeping
	Building, Construction, Air Conditioning
	Laundry & Interior and House Keeping
	Air & Water – Pollution Control Equipment & Accessories
	Festival Products
	Furniture and Interior Decoration
	Gardening & Lighting
	Gifts and Presentation
	Guest Room Products

	Health Club/Sports/Fitness Equipments Fabrics, Textiles, Made Ups Culinary Show
Exhibitors	Over 700 Participants from Indian & overseas
Overseas Participation	Argentina, Austria, Canada, China, France, Germany, Hongkong, Indonesia, Italy, Malaysia, Poland, Romania, Spain, Sweden, Taiwan, Turkey, UAE, USA.
Supported by	<ul style="list-style-type: none"> <li>• Ministry of Food Processing Industries, Govt. of India.</li> <li>• Agricultural Processed Food Products Export Development Authority (APEDA).</li> </ul>
Associates	<ul style="list-style-type: none"> <li>• Association of Resources Companies for the Hospitality Industry of India (ARCHII).</li> <li>• Hotel &amp; Restaurant Equipment Manufacture's Association of India (HOTREMAI)</li> </ul>
Association	<ul style="list-style-type: none"> <li>• All India Food Processors' Association (AIFPA)</li> <li>• The Food &amp; Hospitality Support Association of India</li> </ul>

### **Participation of Kerala State**

The Organisers have informed an exclusive opportunity for promoting the Products and Technologies in the Food Processing & Allied Sectors from Kerala and requested to participate in the Aahar 2014 Exhibition.

Accordingly 144 Sq.Mt. bare space for setting up the Kerala State Pavilion was blocked for the Exhibition. The space was converted to a full fledged Kerala State Pavilion with the participation of SME Units and Government Agencies 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 2014 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.

The SME Units like Gopal Refineries & Oil Mills (RG Group), Nikasu Frozen Foods International, Madhubans Kitchen n Living, Ruchipriya, Priya Instant Foods, Gramashree Food Products, Keratech (P) Ltd., Saico Food Products & Spices, Sevana Trades & Services Pvt. Ltd., Cochin Bakery, Hoteltek Beverages Pvt. Ltd., Satbions Food & Additives Pvt. Ltd., Dinesh Foods, Techno Consultancy Services, Manjilas Food Tech Pvt. Ltd. (Double Horse), KLF Nirmal and Pavizham Healthier Diet Pvt. Ltd. along with Milma displayed their products and technologies in the Kerala State Pavilion.

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



The Aahar 2014 Exhibition offered a platform for Kerala State to showcase the strengths of the State in the Food Processing Sector and provided the Food Processing Units / Cluster Consortia of our State to exhibit their products & technologies.

The Aahar 2014 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.

### **Silver Medal for Kerala State Pavilion**

Kerala State Pavilion set up by Kerala Bureau of Industrial Promotion (K-BIP) on behalf of Department of Industries & Commerce, Government of Kerala **won the Silver Medal**

for the excellence in display at 'AAHAR 2014' Exhibition organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 10 to 14, 2014.



The award was presented by Mrs. Rita Menon, Chairperson, India Trade Promotion Organisation (ITPO) to Mr. C. Vijayakumaran, Special Private Secretary to Hon'ble Minister (Industries & IT), Government of Kerala in the presence of official delegation from Kerala and other dignitaries during the valedictory function of the Exhibition organised by ITPO at Pragati Maidan, New Delhi on March 14, 2014.