

The **16<sup>th</sup>** International Edition

Special Thanks



—to Government of India & States—



**The Chamber for Import, Export & Health**  
Regd. under Companies Act 2013 for promotion of commerce,  
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relevant Government of India agencies



**GOA: 1 - 3 AUGUST 2019**



**Dr SP Mukherjee AC Indoor Stadium, Panaji, Goa**



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# NATIONAL BUSINESS SUMMIT & SWADESHI NATURAL PRODUCTS EXPO

Here is India's very own Swadeshi National Event on Organic, Naturals, AgroFood, Ingredients, Biotechnology, Extracts & Formulations products, where hundreds of brands and government agencies have confirmed their participation. Over 3 days, literally thousands of your target-audience will be there. And of course your competition too. Out to grab a share of the booming market.

## ORGANIC INDIA'S FACTS & FIGURES

- An urban middle class of around 200 million health conscious people.
- The organic food movement has grown four times in the last three years.
- Here is the largest number of green stores, compared to any other country.
- The area of organic vineyards tripled from 88,000 to over 256,000 hectares.
- Organic food market alone is estimated to grow at a CAGR of over 25% during 2015-20.
- India is the largest exporter of organically grown cotton, hand-spun thread and hand-loom textiles.
- The largest number of organic cultivators in the world are in India, and estimated at around 650,000 farmers.
- The National Program for Organic Production (NPOP) has developed the Indian Standard for Organic Textiles (ISOT)
- The population is now 1.4 billion with a wide diversity of cuisines, increasing purchasing power and urbanized lifestyles.
- We are the world's largest organic producer with the largest wild produce and biodiversity of fruits, vegetables, and grains.
- The Jackfruit, organically grown, is produced in quantities larger than any other certified product in the organic farming world.
- The National Program for Organic Production (NPOP) initiatives bear fruit, while states take the lead in promoting organic farming.
- Organic fiber / clothing made from buckwheat, cotton, jute, kapok, silk, ramie, wool, etc. is grown in compliance with organic standards.
- There is increased awareness of the adverse effects of chemicals, pollution, monocultures, excessive irrigation and damage to soil or health.
- Organic food producing states (MP, Karnataka, Maharashtra, Gujarat, Rajasthan, UP and Odisha) held a 90% share of the production in 2014-15.
- Sikkim has been declared 100 percent organic by the government, while Kerala has over 70% of farm products produced through organic methods.
- Ranks 15th as the world's organic area under cultivation (1.49 million hectares cultivated & 4.22 million hectares of forest, etc.) certified organic.
- PM, Shri. Narendra Modi identified Organic Farming as a National Priority & emphasized need to grow it in his maiden speech to the Parliament.
- There is a huge reservoir of good-will for traditional medicines making it easily possible to embrace organic products & have swadeshi lifestyles.
- The country exports 263,687 MT of organic edible products worth over US\$ 298 million to Australia, Canada, the EU, Korea, Middle East, New Zealand, South Africa, South East Asia, Switzerland, US, etc.



## NPOP - INDIA'S STANDARD WORLDWIDE

A National Steering Committee (NSC) comprising Ministry of Commerce, Ministry of Agriculture, APEDA, Spices Board, Coffee Board, Tea Board and various other Government and private organizations associated with the organic movement is monitoring the overall organic activities under the National Programme for Organic Production (NPOP). This year NPOP standard has got equivalency with the standard of EU commission. Now the Indian Standard is acceptable in European Countries. Efforts for equivalency with NOP (USA) is under process.

## SPECIAL THANKS



India's Minister Suresh P. & Vijay K. AIAI President



India's Minister Suresh P & Dr. Nagendra, PM's Guruji



India's Minister Shripad & Celebrity Chef V Inamdar



H. E. Governor Rao & CM Fadnavis of Maharashtra



President of Mauritius & CMD of Impex Chamber

**Trinity's 2018 Central Government Pavilions - contd.**



**Coconut Development Board, Govt of India  
Ministry of Agriculture**



**Coffee Board, Government of India  
Ministry of Industry & Commerce**

**Trinity's 2018 Union AYUSH Ministry Pavilions**



**North Eastern Handicrafts & Handlooms  
Dev. Corp. Board, Ministry of DoNER**



**Central Council for Research in  
Siddha Medicine - CCRS**



**Central Council for Research in  
Unani Medicine - CCRUM**



**Central Council for Research in  
Ayurvedic Sciences - CCRAS**



**Central Council for Research in  
Homoeopathy - CCRH**



**National Medicinal Plants Board  
of India - NMPB**

## Trinity's 2018 Exhibitors from Foreign Countries



Foreign Government Pavilions & Companies from Hong Kong, South Africa, Afghanistan, Europe, China, Iran, etc. were represented

## Trinity's 2018 Central Government Pavilions



APEDA Pavilion - Agricultural Products Export Dev. Authority, Ministry of Industry & Commerce



MPEDA Pavilion - Marine Products Export Dev. Authority, Ministry of Industry & Commerce



NIFTEM & IIFPT, Government of India, Ministry of Food Processing Industries



Spices Board, Government of India Ministry of Industry & Commerce



Coir Board of India, Ministry of MSME, Government of India



Tea Board, Government of India Ministry of Industry & Commerce

# Trinity's 2018 State Government Pavilions



Department of Agriculture  
Government of Chhattisgarh



Department of Horticulture  
Government of Chhattisgarh



Department of Industries  
Government of Bihar



Government of Tamil Nadu



Government of Rajasthan



Uttarakhand Organic Commodity Board  
Dept of Agriculture, Govt of Uttarakhand



Department of Industries  
Government of Jharkhand



Department of Industries  
Government of Telangana



Department of Industries  
Government of Chhattisgarh



Department of Horticulture  
Government of Uttarakhand



Department of Agriculture - PKVY & MOVCD  
Government of Assam



Government of Andhra Pradesh



Kerala Industrial Infra. Dev. Corp. (KINFRA)  
Dept of Industries, Government of Kerala



Government of Jharkhand



Union Territory of Chandigarh



Government of Bihar

# INDIA'S ORGANIC AGRICULTURE, HORTICULTURE & FLORICULTURE

- It has 6,50,000 organic producers, 699 processors, 669 exporters and 7,20,000 hectares under cultivation.
- The market for organic food in India is anticipated to grow at a CAGR of over 25 % during 2016-2021
- A government study predicts the organic food value would reach \$1.36 billion per year by 2020.
- Sikkim is an organic state with 75,000 ha under organic cultivation, which started in 2003.
- The organic food market in India is estimated to be over US\$ 0.50 billion.
- Meghalaya aims to convert 200,000 ha into organic farmland by 2020.



## WHAT'S DRIVING ORGANIC DEMAND?

- Growing awareness of health, changing lifestyles and increased spending capacity
- Rising instances of contamination of farm produce with chemical fertilizers and pesticides
- Increasing land area under organic cultivation, rising use of bio fertilizers and implementation of favorable policies
- Surging investments in organic market and increasing profit margins due to high premiums are encouraging farmers
- India becoming a prominent startup hub where many new players have entered the organic food market providing consumers with economies of scale

## BIOTECH, NUTRACEUTICALS & INTEGRATED HEALTH

India is in the forefront of research and development in biotech and related spheres. Hence, we have better nutritionized and healthy variety of fruits, vegetables, oils (soya, canola and sunflower), golden rice, etc. Biotech drugs, pharma and vaccines are available for a number of health conditions and diseases. The growing demand from an enlightened huge Indian population is propelling R & D by the government, bringing in US\$ 11 billion in 2016 revenues, and expected to reach US\$ 100 billion by 2025.

According to 2016 statistics from IBEF and Make in India sources, the Indian biotech sector is divided into five major segments, including bio-pharma (64% share), bio-services (18% share), bio-agri (14% share), bio-industrial, including biofuels (3% share), and bio-informatics (1% share) with the industry increasing investments, outsourcing activities and raising exports.

Here are some strengths of India as a emerging BT giant:

- India is the largest producer of Hepatitis B vaccine recombinant
- India's 1st biofuel refinery is expected to start production in Assam by 2019
- India ranks 3rd in the Asia Pacific region, and 12th in the world as a biotech destination
- India's national bio-fuel policy 2009 mandates blending of petrol and diesel at 10%, and to be 20% by 2018.
- India has the 2nd highest number of United States Food & Drug Administration (USFDA) approved pharma plants

## EXPO PROFILE

- |                |                |                    |              |
|----------------|----------------|--------------------|--------------|
| • Agriculture  | • Extracts     | • Grains           | • Pulses     |
| • AYUSH        | • Farming      | • Herbs            | • Seeds      |
| • Basmati Rice | • Fertilizers  | • Horticulture     | • Spices     |
| • BioTech      | • Flavours     | • Ingredients      | • Tea-Coffee |
| • Cereals      | • Floriculture | • Jute             | • Textiles   |
| • Colours      | • Food & Drink | • Medicinal Plants | • Tinctures  |
| • Cotton       | • Formulations | • Oils & Fats      | • Vegetables |
| • Dry Fruits   | • Fruits       | • Plants           | • And More   |



Sri Lankan Minister & Kerala Health Minister



Mauritian Minister delivering the Keynote



Maharashtra's Industries Minister inaugurating



Hotels & Restaurants Association President



Impex Chamber, MD & Celebrity Chef with VIPs

# Multi-pronged World Marketing



Social Media & Telecom



Associations & Chambers



Media Briefings



English Newspapers



Special Invitations



Radio FM



Vernacular Dailies



TV & Cable Channels



In Venue Displays



Outdoor Publicity



Online Marketing



Business Visits

## Cost-Effective Rates

- Raw Space - Rs. 12,000 /- per sq.mtr • Built-up Shell - Rs. 12,500 /- per sq mt
- Overseas Exhibitors ( Tariffs in US \$ or Euros ) • Space - US \$ 200 or Euro € 170 per sq mt. • Shell - US \$ 215 or Euro € 185 per sq mt.
- Shell includes table, chairs, lights, panels, carpet, fascia, plug, etc.
- 15 - 20 % Premium on Corner Stalls. 18% GST applicable.



## 2018 Exhibitors from Foreign Countries



SOUTH AFRICA



HONG KONG



AFGHANISTAN



CHINA



KUWAIT



TURKEY



AND MORE

## Government of India Agencies / Boards 2018 Exhibitors



AGRO PRODUCTS



MARINE PRODUCTS



FOOD TECH



FOOD PRO TECH



TEA BOARD



COFFEE BOARD



SPICES BOARD



COIR BOARD



COCONUT BOARD

## State Government 2018 Exhibitors



BIHAR  
Govt. Dept. of Agriculture & Horticulture -  
Uttarakhand Organic Commodity Board (UOCB)



UTTARAKHAND  
Govt. Dept. of Agriculture & Horticulture -  
Uttarakhand Organic Commodity Board (UOCB)



CHATTISGARH  
Agriculture & Horticulture  
Directorates & Board



ASSAM  
Agriculture Directorate  
Govt. of Assam



KERALA  
Kerala Industrial  
Infra Dev. Corp.



MAHARASHTRA



GOA



TAMIL NADU



JHARKHAND



RAJASTHAN



ANDHRA PRADESH



CHANDIGARH



TELANGANA

## Special Thanks



Government  
Boards & Depts



All India Association  
of Industries



All India Food Processors'  
Association (AIFPA)



Association of Food  
Scientists & Technologies



Federation of Hotel &  
Restaurant Associations of India



Hotel And Restaurant  
Association (Western India)



Retailers  
Association of India



Western India  
Culinary Association



Hospitality Purchasing  
Managers' Forum



Association of Hotel  
And Restaurant India



I Professional  
Housekeepers Association



Poona  
Hoteliers Association



Culinary Forum  
of Goa



Goa Chamber of  
Commerce & Industry



Travel & Tourism  
Association of Goa



Goa Hotel & Restaurant  
Association



GOA STATE  
INDUSTRIES ASSOCIATION

## Professional Producers



PATRON MEMBER  
EU INDIA CHAMBERS



ASSOCIATE  
MAHARATTA CHAMBER



INCORPORATED IN 1994



REGISTERED  
COMPANY



SUBSIDY  
POSSIBILITY



CERTIFIED BY CRISIL -  
STANDARD & POOR'S