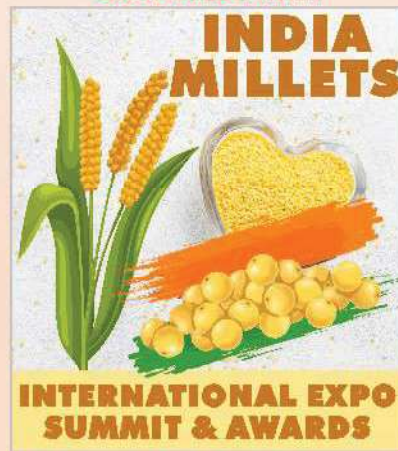


# The Best of India The **22<sup>nd</sup>** Business Event Maha World Expo | Summit | Awards on Agro, Food, Organic & Natural Products

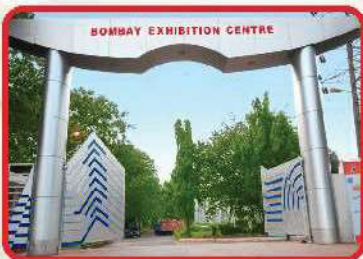


Co-located With



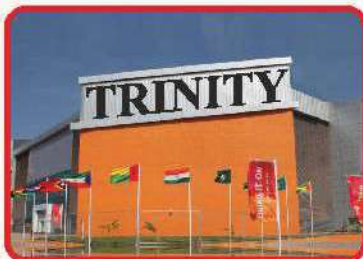
**MUMBAI**

13 - 15 MARCH 2024  
NESCO, GOREGAON EAST



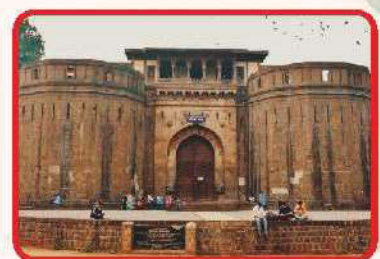
**GOA**

CONTACT FOR MORE INFO  
DR. SPM AC STADIUM, PANAJI



**PUNE**

CONTACT FOR MORE INFO  
MHALAXMI LAWNS



## Special Thanks



Government of India / States &  
The Chamber for Import, Export &  
Health - Regd. for promotion of  
commerce, recognized by the  
Union Ministry of Corporate  
Affairs & other Government  
agencies.



# 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.

## AGRO + ORGANIC & BIOTECH INDIA

It was back to normal once again as crowds of business visitors thronged the 5 star-like event venues. Trinity earlier concluded Goa edition was inaugurated by Hon Shri Rameshwar Teli, then Union Minister of State for Food Processing Industries and H. E. Mrs. Rosette Mosi Nyamale, Ambassador of The Congo, which was also the partner country. The 2021 edition was digitally inaugurated in hybrid mode by H. E. Shri PS Shreedharan Pillai, Governor of Goa, while physical inauguration was done by Hon Shri Shripad Naik, Union Minister of State by cutting the ribbon. Trinity's last Mumbai edition was inaugurated by H. E. Mrs. Stella Budiriganya, Ambassador of Burundi, who is also associated with ASEAN countries with Mr. Vijay Kalantri, President, All India Association of Industries (also Director, International of World Trade Centers Association, New York City) and other foreign dignitaries.



At the inauguration are seen Hon'ble Shri Rameshwar Teli, Union Minister of State for Food Processing Industries, Government of India, H. E. Mrs. Rosette Mosi Nyamale, Ambassador of The Congo & Mr. Joseph Dias, Mg. Director, Chamber for Import, Export & Health with other dignitaries.



At the conference are seen Mr. Manoj Caculo, President, Goa Chamber of Commerce, Industry & Agriculture with Ms. Jenna Hannan (BJCP certified judge from USA), Mr. Craig (International Wines Expert from Australia), Mr. Pankaj Kamble (Guinness World Flaiology Record holder) & H. E. The Congo Ambassador to India.

## HIGHLIGHTS OF THE SHOW

- 3 Business Days
- World Class Venue
- 5000 Key Purchasers
- Industry's Best Awards
- Demos, Displays & B2B Meetings
- Professionals Luncheon Networking
- Conference, Seminars & Workshops
- International Marketing & Delegates
- Allied Industries & Product Launches
- Gala Dinner for Industry's Who's Who
- Cutting-edge Technologies & Machines
- World Market Leaders & Industry Brands
- Interaction with Government & Stakeholders



A cross-section of the delegates seen at the conference sessions

## SPECIAL THANKS



President of Maurtilus & CMD of Impex Chamber



Sri Lankan Minister & Kerala Health Minister



India's Minister Shripad & Celebrity Chef V Inamdar



Governor of Maharashtra & Impex Chamber Mg. Dir.



Hon Chlef Minister of Goa & Impex Chamber Mg. Dir.



## EXPO PROFILE

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



Skill India Pavilion Reception at Trinity's Mumbai Edition

## INDIA - THE WORLD ORGANIC SUPERPOWER

Organic, Agriculture, Horticulture, AYUSH & Wellness, Animal Husbandry, Natural Products & Government Incentives...

India has the largest number of farmers engaged in organic farming across the world. The Food Standards and Safety Authority of India (FSSAI), in December 2017, has recognized the certification systems (NPOP and PGS-India) valid for organic food products. The Government of India now has the NPOP - National Programme for Organic Production - the standards for production and accreditation system, which is recognized by the European Commission and Switzerland for unprocessed plant products which is equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of USA. Thus, Indian organic products duly certified by the accredited certification bodies of India are accepted by these leading importing countries.

The Government of India and all States are giving utmost importance to organic farming, medicinal plants, biotechnology and natural products to meet the huge demand. The private sector is not to be left behind with farmers, cultivators and gatherers are being organized into clusters or co-operatives to get best results. The Central Government has rolled out several schemes to incentivize organic cultivation like National Program for Organic Production (NPOP), National Project on Organic Farming (NPOF), National Mission on Sustainable Agriculture (NMSA)/Paramparagat Krishi Vikash Yojana (PKVY), Rashtriya Krishi Vikas Yojana (RKVY), Mission for Integrated Development of Horticulture (MIDH) and National Mission on Oilseeds & Oil Palm (NMOOP), etc.

## THE SECTOR IS BOOMING

- Indian domestic market is estimated at INR 40,000 million.
- The total area under organic certification process (registered under NPOP) - 3.56 million hectare, as of 31st March 2018.
- Domestic market is anticipated to increase by INR 100,000 million to INR 120,000 million by 2020 with a similar increase in exports.
- The cultivable area was 1.78 million hectare (50%), while the wild harvest collection area at 1.78 million hectare (50%) was the balance.
- Total market for domestic organic packaged food in 2016 was INR 533 million, growing at 17% & expected to be INR 871 million by 2021.

Madhya Pradesh has covered largest area under organic certification followed by Rajasthan, Maharashtra and Uttar Pradesh. By 2017, Sikkim received international UN acclaim for converting its entire cultivable land (more than 76000 hectares) under organic certification. Sikkim has assisted 66,000 farmers, boosted tourism and set an example for other countries. Sikkim was declared fully organic after phasing out chemicals & substituting them with sustainable alternatives.

## PUSH FACTORS FOR INCREASED DEMAND

- Government has improved the regulatory framework for greater benefit.
- Investors are opting for organic produce companies seeing the market potential.
- Many organic produce companies are resorting to online marketing & technology.
- Organic food restaurants and cafes, retail outlets and supermarkets are fast increasing.
- Consumers are becoming health conscious and aware of the harmful effects of chemical use.
- New organic product categories are regularly being launched providing buyers with varied choices.
- Food processing and packaging has ensured longer shelf life & easy availability for organic produce.
- An exclusive Union AYUSH Ministry has raised demand for Ayurvedic & related wellness, besides boosting exports.



# TRINITY'S 2019 - 2022 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



Ministry of Food Processing, Govt of India - National  
Institute of Food Tech, Entrepreneurs & Mgmt - NIFTEM



Tea Board, Government of India  
Ministry of Industry & Commerce



Coffee Board, Government of India  
Ministry of Industry & Commerce



Spices Board, Government of India  
Ministry of Industry & Commerce



Coir Board, Government of India  
Ministry of MSME



Coconut Development Board, Govt of India  
Ministry of Agriculture



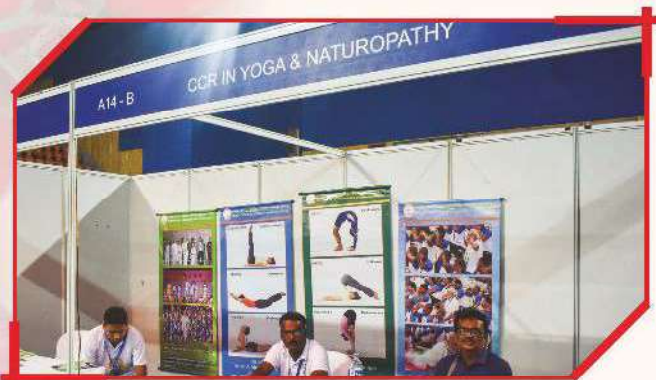


Directorate of Marketing & Inspection  
(AGMARK), Govt. of India



FSSAI - Food Safety and Standards Authority of India,  
Govt. of India

## TRINITY'S 2019 - 2022 UNION AYUSH MINISTRY PAVILIONS



Central Council for Research in  
Yoga & Naturopathy - CCRYN



Central Council for Research in  
Siddha Medicine - CCRS



Central Council for Research in  
Unani Medicine - CCRUM



Republic of Congo



Central Council for Research in  
Homoeopathy - CCRH



National Medicinal Plants Board  
of India - NMPB



# TRINITY'S 2019 - 2022 STATES GOVERNMENT PAVILIONS



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



Government of Haryana - HAFED



Government of Assam - PKYY & MOVCD



Government of Bihar



Government of Arunachal Pradesh



Government of Chhattisgarh - Horticulture Dept.



Government of Chhattisgarh - Agriculture Dept.



Government of Goa



# TRINITY'S 2019 - 2022 STATES GOVERNMENT PAVILIONS



Khadi & Village Industries Corporation



Government of Jammu & Kashmir



Government of Jharkhand



KAPPEC, Government of Karnataka



Government of Kerala



Government of Punjab



Government of Madhya Pradesh



Government of Maharashtra - ATMA



# TRINITY'S 2019 - 2022 CENTRAL GOVERNMENT PAVILIONS



Government of Manipur - MOMA



Government of Nagaland



Government of Odisha



Government of Meghalaya



Government of Sikkim



Government of Tamil Nadu



Government of Telangana



Government of Uttarakhand





## WHY VISIT ?

- It's an Industry Event
- Get the Latest Updates
- Venture into New Markets
- Sign Joint-Ventures / Tie-ups
- Benefit from Product Launches
- Attend Demos & Collect Samples
- Expand Your Business Portfolios
- Connect with the Market-Leaders
- Check-out the International Edge
- Network with Industry Specialists
- Meet One-on-One with Professionals
- Survey & Evaluate Market Conditions
- Witness New Technologies & Equipment
- Source or Offer Raw Materials & Supplies
- Be There for Free Workshops & Presentations
- Learn, Educate & Keep Abreast of Developments
- Sign-up Joint-Ventures with Indigenous Business
- Interact with MNCs, Suppliers, Distributors & Retailers
- Opt for Dealerships, Buy at Best Prices or Benefit from Offers
- Save Time, Costs, Energy & Resources Through New Initiatives,

etc.



## WHY EXHIBIT ?

- Governments can showcase their schemes for organics & farmers welfare
- Exhibitions combine benefits of internet, direct marketing & other media.
- Almost anyone interested in your products will be there.
- Exhibitions are a marketing medium like no other.
- Your target-audience comes to you in thousands.
- It's most cost-effective & better than advertising.
- Touch, feel & enquire - face-to-face networking.
- It can be a game changer for your business.
- Franchise or set up distribution channels.
- Launch products & evaluate response.
- Set up shop in a 5 star like ambience.
- Reinforce your brand & get recall.
- A year's business in 3 days!



## 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.



# INDIAN ORGANICS, 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



## SUPPORTED BY CHAMBERS, ASSOCIATIONS & EXPERTS

This event is being organized with support from various Chambers, Professional Organizations, Business & Trade Associations, Media, etc. To illustrate with one example: The Chamber for Import, Export (Impex), Traditional & Integrated Health, registered for promotion of commerce, recognized by Union Ministry of Corporate Affairs & other Government of India agencies.

The IMPEX & HEALTH CHAMBER Registered Objects include -

1. To represent & promote all stakeholders and
2. To promote bilateral relations between India and other countries to increase: 2a - Foreign exchange, 2b - Better sourcing, 2c - Indigenous production, 2d - Export promotion, 2e - Import substitution, 2f - Knowledge sharing, 2g - Technology upgradation, 2h - Cost-effective technologies, 2i - Pollution-free equipment, 2j - Human resource development

The IMPEX & HEALTH CHAMBER undertakes activities like:

- 3a - Organizing events, (expos, tours, seminars, workshops, conferences);
- 3b - Liaising with stakeholders (Govt & authorities/organizations in India & overseas);
- 3c - Publishing material and creating linkages between related sectors;
- 3d - Recognizing & honouring individuals & organizations for achievements with awards, certificates, etc.



**The Chamber for  
Import, Export & Health**  
[www.impexandhealthchamber.com](http://www.impexandhealthchamber.com)





# 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 - ₹16,500/- per sq.mtr ● Built-up Shell - ₹17,000/- 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.



## PROFESSIONAL ORGANIZERS



### TEAM TRINITY

The Trinity Group incorporated in 1994, has over the last almost 25 years emerged as India's pioneers and premium producers of International B2B exhibitions and specialized events. Trinity has been official event managers for many world shows, including for the Government of Sri Lanka's TRADMED Expo and also produced India Trade Fair with the Government of Mauritius, inaugurated by H.E. Vyapoori, the Mauritian President to be repeated in 2020. Trinity has always received the support of various Government of India and the States for its mega shows and this one is no different.

Trinity Ventures is an ISO 9001 : 2015 company, recognised by the American National Standards Institute (ANSI) for "organising trade and business exhibitions, event management, media and publications". Trinity events for MSMEs / SSI's (Micro, Small & Medium Enterprises) are supported by NSIC (National State Industries Corporation) subsidies. Trinity is also a member of number of trades, professional and industrial associations – European Union Chambers of Commerce, All India Association of Industries, Mahratta Chamber of Commerce, Industries and Agriculture, etc. and works actively with these agencies.



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



Union Secretary, A Sharan & Dr. Nagendra, PM's Gurur



H. E. Governor Rao & CM Fadnavis of Maharashtra



President of Goa Chamber of Commerce welcomed



Hotels & Restaurants Association President



# TRINITY EVENTS ARE SUPPORTED BY UNION & STATE GOVERNMENT PAVILIONS

## Union Government Ministries Pavilions



Ministry of Agriculture  
& Farmers Welfare



Ministry of Commerce  
& Industry



Ministry of Food  
Processing Industries



Ministry of Health &  
Family Welfare



Ministry of Science  
& Technology



Ministry of Skill Dev.  
& Entrepreneurship

## Central Government Agencies Pavilions



APEDA



COCONUT BOARD



COFFEE BOARD



COIR BOARD



CSIR



CSIR-IIIM



FSSAI



ICAR



IIFPT



KVIC



MPEDA



NAM



NEHDC



NIFTEM



NIS



SKILL INDIA



SPICES BOARD



TEA BOARD

And many more

## Major States Pavilions



ANDHRA PRADESH



ARUNACHAL



ASSAM



BIHAR



CHANDIGARH



CHATTISGARH



DELHI (NCT)



GOA



GUJARAT



HARYANA



JAMMU & KASHMIR



JHARKHAND



KARNATAKA



KERALA



LAKSHADWEEP



MADHYA PRADESH



MAHARASHTRA



MANIPUR



MEGHALAYA



MIZORAM



NAGALAND



ODISHA



PUNJAB



RAJASTHAN



SIKKIM



TAMIL NADU



TELANGANA



UTTARAKHAND

And many more

## Special Thanks



**aiia**

All India Association  
of Industries



All India Food Processors'  
Association (AIFPA)



Association of Food  
Scientists & Technologists



Federation of Hotel &  
Restaurant Associations of India



Hotel And Restaurant  
Association (Western India)



Retailers  
Association of India



WESTERN  
INDIAN  
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

And  
many  
more

## Professional Producers



3 GUINNESS  
WR HOLDERS



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