

**BIOFACH INDIA together with India Organic lands in Kerala**

- *A niche and exclusive platform for the Indian Organic Products Industry to take place in Ernakulum, Kerala from November 6-8, 2014*

The sixth edition of **BIOFACH INDIA together with India Organic**, a niche trade fair on organic products in India, organized by **NuernbergMesse India Pvt. Ltd** in collaboration with **International Competence Centre for Organic Agriculture (ICCOA)** will land in **Kerala** this year. The mega glittering show, just about organics will take place in **Ernakulum, Kerala from November 6 - 8, 2014**. The show will give further impetus to the Mission of the Government of Kerala to convert the state into fully Organic by 2016 and also boost the already fast paced development of the sector.

The decision to host the show in Ernakulum, Kerala was announced by the Minister of Agriculture, Kerala in a meeting in Trivandrum on 14th May 2014 in the presence of key agencies/officials including Chairman APEDA, Mr. S. Sarangi, MD KSIDC, Ms. Sundararajan, Secretary (Agriculture), Mr. Jyothilal, Directors from Min of Agriculture, Govt. of India, MD-SHM, MD, NuernbergMesse India, Ms. Sonia Prashar, President ICCOA, Dr. A. K. Yadav, Executive Director, ICCOA, Mr. Manoj Menon among others. Further to the applaud-able initiatives of the Government of Kerala called Global Agri Meet and launching a state-wide program on "Safe-to-Eat Food", **BIOFACH INDIA together with India Organic** will attract immense international & national attention besides participation from all around India and abroad.

BIOFACH INDIA is the youngest daughter of the World's largest Organic Trade Fair BIOFACH in Nuernberg, Germany. The exhibition duo attracts interested visitors from production, manufacturing, trade and services in the Organic Industry. The premiere at the new location in Kochi will witness newer heights over and above the already set benchmarks. The show last year saw over 7,491 visitors from India and all over the world including buyers', sellers and farmers together with 158 exhibitors from India including 10 state pavilions over three days filled with successful business talks, exciting conferences presentations and a host of cultural activities.

**Talking about this year's BIOFACH INDIA, Ms. Sonia Prashar, Managing Director, NuernbergMesse India, says,** "BIOFACH INDIA together with India Organic is an exclusive and niche exhibition on organic products in India and the only one of its kind. This is the

perfect time to sow the seed in a state which in recent times is strategically moving towards organic agricultural businesses. We would like to thank the Government of Kerala to welcome our show in the state. We are confident that both BIOFACH INDIA and Kerala will leverage the benefits of this alliance. This event is a perfect amalgamation of business, networking, educational, professional and cultural exchange.”

**Speaking on the development, Mr. Manoj Menon, Executive Director, ICCOA, said,** “BIOFACH INDIA together with India Organic International Trade Fair along with Conference Programme represents the most unique platform for the organic sector to come together annually. In the last 3 years it has helped Bangalore to establish itself as a major market destination. Therefore many stakeholders also feel that the benefit of BIOFACH INDIA is available to other states/cities as well. In 2014, therefore the show is travelling to Kochi, Kerala. Kerala is a leading organic spices hub and is famous for its tourism too. BIOFACH INDIA together with India Organic can help ‘God’s own Country’ to also become the ‘God’s Organic Country’ with the promotions and visibility that the show brings along.”

The show will be a perfect B2B platform for the organic stakeholders from India and abroad to showcase and promote their organic products targeting the domestic and international decision makers and professional buyers from sectors like catering, specialized organic shops, retail stores, wholesale food / beverages, food manufacturing, processing, import / export and many others.

#### **About the NürnbergMesse Group**

NürnbergMesse is one of the 15 largest exhibition companies in the world and among the Top Ten in Europe. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nürnberg location and worldwide. Every year, around 30,000 exhibitors (international share: 39 %) and up to 1.4 million visitors (international share of trade visitors: 22 %) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and now also India. The group also has a network of about 50 representatives operating in approx. 100 countries.

For more information please contact :

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