

## **KERALA AGRI FOOD BUSINESS SHOW 2009**

Jawaharlal Nehru International Stadium, Kaloor, Kochi  
Inauguration at 10.30 AM on January 16, 2009

### **KERALA'S PREMIER AGRI & FOOD TECHNOLOGY SHOW HELD FROM JANUARY 16-18, 2009 AT KOCHI**

The Indian Agriculture industry is on the verge of a revolution that will propel its sizable agrarian economy to global recognition. Be it the processed food segment, poultry & livestock or milk and milk products, or the non food crops, horticulture and new plant varieties, the Indian Agri scenario is ripe with attractive promises.

Increasingly strong export prospects of competitively priced and internationally comparable Agri products have further emboldened the agro and allied industry. Driven by the corporate sector and facilitated by suitable policies, the opportunities of profitable investment in the world's second largest producer of food are numerous.

But agricultural renewal or the second green revolution is possible only when affordable and practical technologies, services and products permeate to marginal farmers, leading to substantial increase in rural incomes. Here is where Agri-Business 2009 steps in - bridging the gap between Agri technology and its end user.

Similarly, the Food Processing Sector in India is one of the largest in terms of production, consumption, export and growth prospects. Important sub-sectors in food processing industries are fruit & vegetable processing, fish processing, milk processing, meat & poultry processing, packaged / convenience foods, alcoholic beverages & soft drinks and grain processing.

Kerala has always been a 'leader State' in Food Processing sector. It has been a major exporter of spices, cashews and marine products since independence, accounting for a considerable portion of the Country's food exports. The prominence of Food Sector in Kerala is highlighted by the fact that the State has the highest per capita expenditure on food in the Country

## KERALA AGRI FOOD BUSINESS SHOW 2009

**Kerala Agri Food Business Show 2009**, Kerala's Premier Agri Technology Fair was held from January 16 - 18, 2009 at Jawaharlal Nehru International Stadium, Kaloor, Kochi. The Show was organised by the **Department of Industries & Commerce, Government of Kerala, in association with the Department of Agriculture and related Agencies**. The Show showcased the latest in agricultural technology, products and allied services. **Kerala Bureau of Industrial Promotion (K-BIP)** was the coordinating Agency for the Show on behalf of the Government.

A leading Agri Fair of International stature, **Kerala Agri Food Business Show 2009** brought together the best from Agriculture and Food Processing Sector from all over India to Kerala. It showcased the Agri expertise that will be brought to one venue by players from all over the Country.

### **Inaugural Function - January 16, 2009**



**Shri. Elamaram Kareem**, Hon'ble Minister (Industries & Commerce), Government of Kerala formally inaugurated the Show at 10.30 AM on January 16, 2009 at Jawaharlal

Nehru International Stadium, Kaloor, Kochi. **Shri. K. Jayakumar IAS**, Agriculture Production Commissioner, Government of Kerala was the Key Note Speaker. **Shri. Sebastian Paul MP** delivered the Special Address. **Shri. P.H. Kurian IAS**, Secretary (Industries), Government of Kerala welcomed and delivered the Introductory Address.

*The main objectives of the three day mega event were:*

- To organise and create a unique programme of its kind by facilitating an intra-State, inter-State interaction of Buyers and Sellers in the Agriculture, Food Processing & Allied Sectors.
- Exhibition and display of products, knowledge based skills and technology of Kerala to the rest of India and the national trading community in Agriculture, Food Processing & Allied Sectors.
- To expose the participants in Kerala to the latest technology and technical know-how used in Agriculture, Food Processing & Allied Sectors around the world.

### **Exhibition Stalls**



The Kerala Agri Food Business Show 2009 had 110 Nos. Air conditioned stalls for display of the products and technologies of the Agriculture, Food processing and Allied sectors. The participants' profile of their facilities, products, competencies etc. were presented to prospective Business Houses / Buyers/ Trade Associates. The latter comprised representatives from Trade, Industry, Suppliers, Exporters and Bulk consumers interested in the selected sectors from all over the Country.

### **Products on Display**



The products for display in the Meet were Food Products, all kinds of Foods and Processed Foods, Food Processing & Packaging of Food Products, Poultry, Farm Equipments, Dairy & Confectionary Equipments, Air-conditioning, Refrigeration & Cold Storage Systems, Hotel & Kitchen Equipments & Tableware, Agricultural Machinery etc

### **Machinery Manufacturers / Technology Providers**

The Show had participation of Machinery Manufacturers / Technology Providers / Research Institutes from all over the Country in Food Products, Processing, Packaging, Agri-Business, etc. to exhibit their products, technology, services etc.



The Event will also featured a one day seminar on **'Food Regulations and Voluntary Certifications** organised by Confederation of Indian Food Trade & Industry (Food Wing of FICCI) and Quality Council of India (QCI).



The Kerala Agri Food Business Show was the culmination of the Government of Kerala's efforts to integrate and promote the Agriculture, Food Processing & Allied Sectors of the State and was a unique Meet of its kind where the buyer and seller meets at a common platform. Such marketing campaigns with Government support would lay a strong foundation or enabling environment for the much needed growth for these Sectors in Kerala State in the coming years.