

# Report



## **AAHAR 2016 EXHIBITION**

**March 15 to 19, 2016  
Pragati Maidan, New Delhi**

## **AAHAR 2016 EXHIBITION** **March 15 to 19, 2016 - Pragati Maidan, New Delhi**

The 31<sup>st</sup> International Fair on Food, Food Processing & Related Equipments, Hotel & Restaurant Equipments & Supplies, 'Aahar 2016', was organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 15 to 19, 2016.

The Exhibition is 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), All India Food Processors Association (AIFPA), Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI), Food & Hospitality Support Association of India (FHSAI) and Forum of Indian Food Importers (FIFI).

### **AAHAR 2016**



The 31<sup>st</sup> edition of the International Food and Hospitality Fair, Aahar 2016, was organised at Pragati Maidan in New Delhi. The Fair assumed significance, since in the recent Budget, Government of India gave special focus to the farm sector and decided to allow up to 100% FDI in marketing of food items produced and manufactured locally.

Over 1000 exhibitors, along with new and young entrepreneurs, took part in the mega five day Exhibition. Opening new avenues of investment for global investors, the Fair featured the

Government of India's famed initiatives like start-up India, Skill India, Make in India and many others.

### Aahar 2016 – Facts at a Glance

<b>AAHAR 2016: 31<sup>st</sup> International Food &amp; Hospitality Fair covers two concurrent exhibitions – ‘Food India’ and ‘Hospitality India’.</b>	
Dates & Timings	Exclusively for business visitors <i>March 15-19, 2016</i> 10.00 am to 6.00 pm
Venue	Hall Nos. 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 12 A, 14, 15 & 18 and Hangar Nos. 7A, 7B, 26, 27 & 28 at Pragati Maidan, New Delhi.
Display Profile	<ul style="list-style-type: none"> <li>• Food, Food Ingredients and Food Additives</li> <li>• F &amp; B Equipments</li> <li>• House Keeping &amp; Engineering Equipments</li> </ul>
Exhibitors	Over 1000 Participants from Indian & overseas
Overseas Participation	Canada, Poland, Turkey, China, Indonesia, Germany, Korea, Japan, Spain, UK, Pakistan, USA, Italy, Hongkong, Norway, Thailand, Peru, Kyrgyz Republic, New Zealand & Taiwan.
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> <li>• All India Food Processors Association (AIFPA)</li> <li>• Food &amp; Hospitality Support Association of India (FHSAI)</li> <li>• Forum of Indian Food Importers (FIFI).</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 2016 Exhibition.



Accordingly 145 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 MSMEs 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 Fair 2016.

An exclusive State Pavilion was set up in the Exhibition by Kerala Bureau of Industrial Promotion (K-BIP) on behalf of Department of Industries & Commerce, Government of Kerala and the space was provided, free of cost, for MSMEs from the State.

The MSMEs like Bon Food Technologies, Kozhikoden's Bakers & Exporters, Sepack India Pvt. Ltd., Keratech Coconut Oil Manufacturing Co. Pvt. Ltd., Satbions Food & Additives Pvt. Ltd., Century Polymers, Nikasu Group, Gopal Refineries & Oil Mills (RG Group), Dinesh Foods, Saico Food Products & Spices, Gramashree Food Products, Ruchipriya Food Products, Priya Instant Foods, Royal Food Products, Sevana Electrical Appliances Pvt. Ltd., Almela Marketing Pvt. Ltd., Manjilas Food Tech Pvt. Ltd. (Double Horse) and MILMA displayed their products and technologies in the Kerala State Pavilion.



***Visit of Shri. P.M. Francis IAS, Director (Industries & Commerce), Government of Kerala to Kerala Pavilion at Aahar 2016 Fair***

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 31<sup>st</sup> edition of Aahar Fair showcased different products from the food industry like confectionery, chocolate, desserts, bakery products and ingredients, organic and health products, frozen, canned and processed products, meat, poultry and sea food, cheese and fine specialty food, snacks and convenience food, food ingredients, additives and preservatives, coffee and tea, syrups, juices and energy drinks, etc. in the food processing, hotel, restaurant and catering industry.

### **RECOGNITION FOR KERALA PAVILION**

For the first time, the Aahar 2016 Fair was given extensive visibility through social media engagement on Twitter, Face Book, YouTube, Website, etc., Virtual Exhibition and a mobile App.

Viva Horeca TV was appointed as the Online Media Partner for this year's Fair. Viva Horeca TV is a potpourri of delicious updates, videos, news & happening about hospitality industry.



Kerala Pavilion set up by Kerala Bureau of Industrial Promotion (K-BIP) on behalf of Department of Industries & Commerce, Government of Kerala **won the Horeca Buzz Award for the efforts to create maximum buzz onground and online** at 'AAHAR 2016' Exhibition organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 15 to 19, 2016.