



August 12 to 14, 2016
Sirimavo Bandaranaike Memorial Exhibition Centre (SBMEC)
Colombo, Sri Lanka

PRO FOOD PRO PACK 2016

REPORT

The 15th edition of **Pro Food Pro Pack & Ag-Biz 2016** Exhibition was held at the Sirimavo Bandaranaike Memorial Exhibition Centre (SBMEC), Colombo, Sri Lanka from August 12 to 14, 2016.

The Exhibition was organised by Sri Lanka Food Processors Association (SLFPA), National Agribusiness Council along with the Lanka Exhibitions & Conference Services Pvt. Ltd., Sri Lanka Processed Foods Development Initiative (Pvt.) Ltd. and Institute of Food Science & Technology Sri Lanka.

The Event was supported by the Ministry of Industries & Commerce, Sri Lanka, Ministry of Agriculture, Sri Lanka, National Agribusiness Council (NAC), Sri Lanka and the Processed Food Development Initiative (PFDI), Sri Lanka.

Pro Food Pro Pack 2016 is one of the largest and most influential Processed Food & Packaging related Exhibition in Sri Lanka and was held for the 15th consecutive year. The Event provided a platform for the exhibitors to play a major role in stimulating brand value and marketing as a supplier of diverse food and packaging products.

Inauguration



*Shri. Daya Gamage, Hon. Minister for Primary Industries, Sri Lanka
Inaugurating Pro Food Pro Pack 2016 Exhibition*

The Event was inaugurated on August 12, 2016 by **Shri. Daya Gamage, Hon. Minister for Primary Industries, Government of Sri Lanka** in the presence of **Shri. Rishad**

Bathiudeen, Hon. Minister for Industries and Commerce, Government of Sri Lanka, Shri. Michael Dohmen, Deputy German Ambassador to Sri Lanka & Maldives, Shri P. M. Francis IAS Director of Industries & Commerce, Government of Kerala, Shri. V. Rajagopal, Chief Executive Officer, Kerala Bureau of Industrial Promotion (K-BIP), Shri. Maliek De Alwis, President of Sri Lanka Food Processors Association and Shri. Rizvi Zaheed, Chairman of National Agri Business Council along with the stakeholders of the Industry from public and private sector.



The 15th edition of the Pro Food Pro Pack Exhibition series has become one of the largest food, beverages, packaging and agribusiness fairs in South Asia. This year's Event packs 280 local and foreign exhibitors displaying in more than 300 stalls with more than 100 foreign delegates coming from India, China, Holland and Poland, along with an Industry delegation from Qatar as well as a business delegation led by FICCI. The Event had a total of 38,500 visitors and over 4,250 trade invitees.

The Exhibition featured stalls of food items along with new techniques of producing food, technical advice, agricultural innovations and assistance for small entrepreneurs involved in the food industry.

During the inaugural function, the Director of Industries & Commerce, Government of Kerala handed over mementos to Shri. Rishad Bathiudeen, Hon. Minister for Industries and Commerce, Government of Sri Lanka and Shri. Daya Gamage, Hon. Minister for Primary

Industries, Government of Sri Lanka on behalf of the Government of Kerala. This year the Event had India as 'Partner Country' and 'Focus State Pavilion' was offered to the Kerala State Pavilion.

Kerala at Pro Food Pro Pack 2016



The Organisers had 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 10 fully converted A/c Stall Space for the participation of MSMEs from Kerala was blocked for the Exhibition.

Pro Food Pro Pack 2016 featured the participation of MSMEs from Kerala profiling 14 MSMEs from the Food Processing and Allied Sectors of Kerala. The list of Exhibitors from Kerala is as given below:

1. Almela Marketing Pvt. Ltd., Thiruvananthapuram.
2. Bonfood Technologies, Kozhikode
3. Century Polymers, Kollam
4. Mechanical Assembly Systems (I) Pvt. Ltd., Alappuzha
5. Eastern Condiments Pvt. Ltd., Ernakulam
6. Keratech Coconut Oil Manufacturing Co. Pvt. Ltd., Thrissur
7. Kozhikodens Bakers & Exporters, Kozhikode
8. Manjilas Food Tech Pvt. Ltd., Thrissur
9. Gopal Refineries & Oil Mills, Kozhikode
10. Menon Technical Services, Ernakulam
11. Dr. Rejula's Haritha Organic Herbals, Kannur
12. Pavizham Healthier Diet (P) Ltd., Ernakulam
13. Techno Consultancy Services, Thrissur.
14. Royal Malabar Foods Pvt. Ltd., Ernakulam

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for facilitating the participation of MSMEs from Kerala in the Pro Food Pro Pack 2016 Exhibition.



Visit of Shri. P.M. Francis IAS, Director (Industries & Commerce), Government of Kerala in Kerala Pavilion at Pro Food Pro Pack 2016

Exhibitor Profile

Processed Food and Beverage / Dairy Products / Packaging / Food Technology / Retailing and Vending System / Refrigeration & Cold Chain / Universities - Food Science and Technology / Government Agencies / Distribution and Logistics / Publication and Trade Journals / Certifying Bodies / Research Institutes / Financial Institutes / Agriculture companies / Fertilizers.

Visitor Profile

Importers / Exporters / Wholesalers / Supermarkets / Bakers and Confectioners / Trade Export Promotion Councils / Business Institution / Packaging and Distribution Centres / Food Manufactures and Processors / Hotels, Restaurants, and Fast Food Outlets / Department Stores and Self – employed Retailers / Trade and Export Promotion Councils / Food Processing Manufactures / Beverage Productions / Food Manufactures / Machinery Import and Distributors / Retail Packaging / Contract Packaging / Bulk and Value Added Tea Exporters / Canneries / Laboratory / Pharmaceutical Manufactures / Packing material Manufacture / Dairies / Bakery Owners / Refrigeration / Government Departments & Agencies etc.

Visitor Statistics

- Visitor Ticket Sales - 38,500
- Trade Invitees - 4,250



Exhibitors Statistics

- 310 Stalls
- 285 Companies
- 75 Foreign Companies participated from the following Countries like India, China, USA, Thailand, Malaysia, Israel, Korea, Holland and Germany.

Special Attractions at the Event

Cookery Demonstration: An ongoing cookery demonstration was held during the 3 days of the Event in order to promote the products and to attract visitors to the event.

Food Tasting & Sampling: Most of the Exhibitors carried out cooking demonstrations as well as sampling in their respective stalls in addition to offering discounted rates for the consumers.

Special Hourly Raffle Draws: The Organisers held an Hourly raffle draw for the visitors in order to attract more visitors. The Gift packs were an assortment of member products.



The Event which witnessed an evolutionary increase over the decade has been in existence & was held under the theme ‘from farm to fork’ denoting the entire chain of the food industry which include the inception of the food which mainly revolve around farms, to the process and finally, the food table of the consumer.

The post Event evaluation by the Organisers has revealed a positive desire by the exhibitors and the business visitors to be engaged in future business. This year’s Event also witnessed the increase in the participation of Micro, Small and Medium Scale Enterprises and the latest innovative products they have to offer.

The Event showcased the latest technology developments in Food Processing, Agriculture and Allied Sectors. It also brought together technology and suppliers, entrepreneurs and support services in a single platform. The Event also highlighted Sri Lankan & International Food Processors and Packaging companies promoting diversified food and services together with globally popular cuisine providing you an excellent opportunity to experience new food products and packaging by Sri Lankans and International suppliers.

These Events provides an opportunity to establish Kerala’s strengths in International market by introducing the products to potential importers, distributors, representatives and joint venture partners attending the Event. Moreover, the companies in this sector in Kerala would offer ample scope for the exports of their products and the MSME sector stands to gain high investment potential.

The participation in such International Events will surely help the MSMEs from Kerala to analyze the sectoral performance in the Food Processing and Allied Sectors, the market forces driving the industry and the challenges faced by it, major foreign players existing in the Industry, opportunities existing in the International markets etc.