



BOMBAY EXHIBITION CENTRE  
GOREGAON EAST, MUMBAI

# ORGANIC + BIOTECH INDIA WORLD EXPO

A  
TRINITY  
EVENT

18 19 20

DECEMBER 2018

[www.agrofnbpro.com](http://www.agrofnbpro.com)



## National 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. Mumbai is India's biggest commercial & financial marketplace & the prestigious NESCO Complex at Goregaon is the perfect venue to host a world event of this kind.



### 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.



### NPOP - India's Standard Worldwide

A National Steering Committee (NSC) comprising Ministry of Commerce, Ministry of Agriculture, APEDA, Spices Board, Coffee Board, Tea Board and various other Government and private organizations associated with the organic movement is monitoring the overall organic activities under the National Programme for Organic Production (NPOP). This year NPOP standard has got equivalency with the standard of EU commission. Now the Indian Standard is acceptable in European Countries. Efforts for equivalency with NOP (USA) is under process.



### Special Thanks



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



India's Minister Suresh P &  
Dr. Nagendra, PM's Guruji



India's Minister Shripad &  
World Chef Varun Inamdar

# India's Organic 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 an 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



H. E. Governor Rao & CM Fadnavis of Maharashtra



President of Mauritius & CMD of Impex Chamber



Sri Lankan Minister & Kerala Health Minister



Mauritian Minister ` delivering the Keynote

# 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

## 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



## Government of India Agencies / Boards 2018 Exhibitors

AGRO PRODUCTS	FOOD TECH	TEA BOARD	COFFEE BOARD	SPICES BOARD	COIR BOARD	COCONUT BOARD

## State Government 2018 Exhibitors

JHARKHAND	RAJASTHAN	ANDHRA PRADESH	CHANDIGARH	CHATTISGARH	TELANGANA

## Special Thanks

Government Boards & Depts	All India Association of Industries	All India Food Processors' Association (AIFPA)	Association of Food Scientists & Technologies	Hotel And Restaurant Association (Western India)	Retailers Association of India	Western India Culinary Association	Hospitality Purchasing Managers' Forum

## Professional Producers

ISO 9001:2015	PATRON MEMBER EU INDIA CHAMBERS	ASSOCIATE MAHARATTA CHAMBER	over 20 years in show business Incorporated in 1994	REGISTERED COMPANY	SUBSIDY POSSIBILITY	CERTIFIED BY CRISIL - STANDARD & POOR'S	TRINITY Event