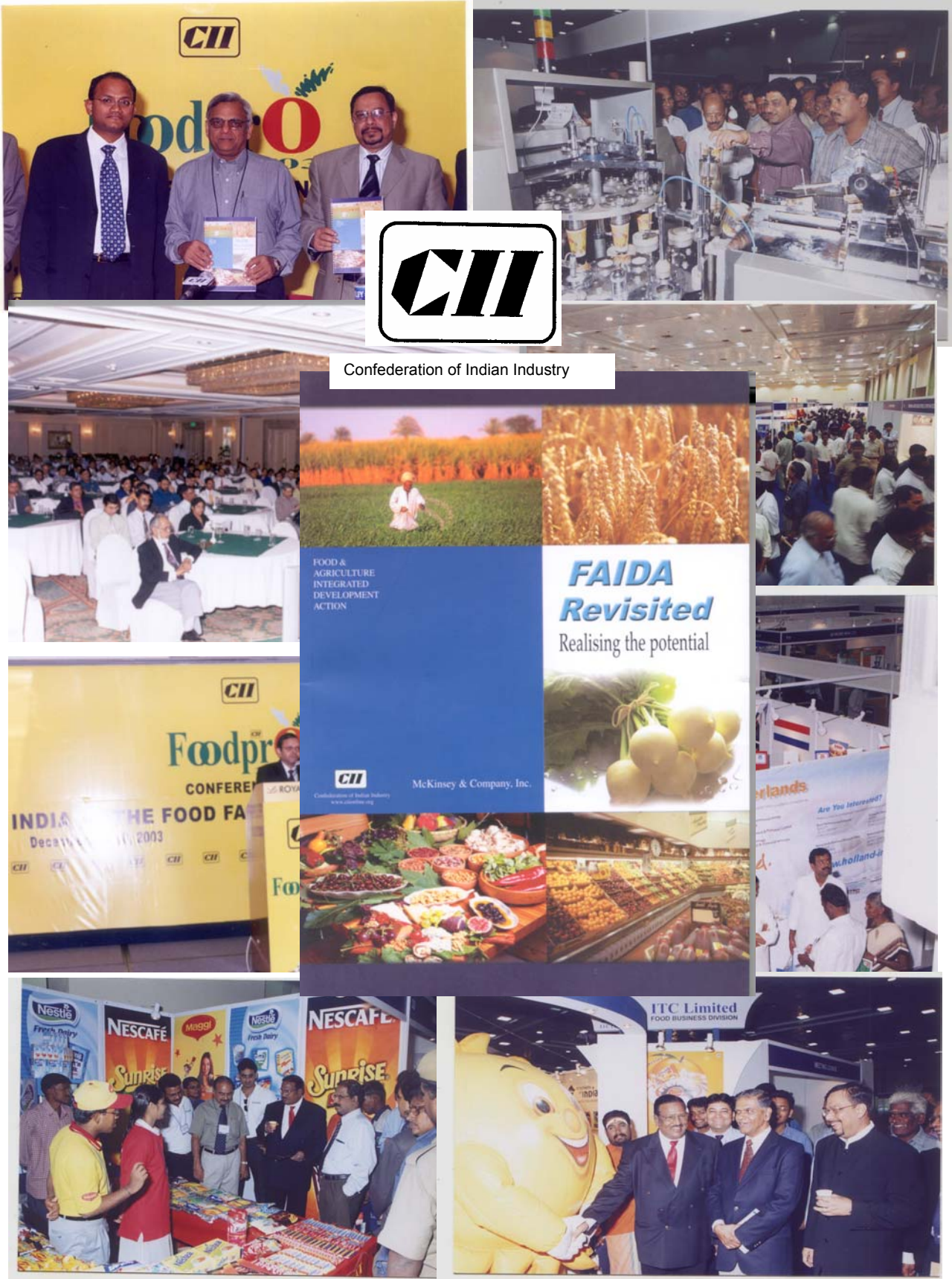


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Confederation of Indian Industry



सत्यमेव जयते

Supported by
**MINISTRY OF FOOD
PROCESSING INDUSTRIES,
GOVERNMENT OF INDIA**



The 5th Indian Food & Food Technology Fair
December 12 – 16, 2003 : Chennai

POST EVENT REPORT



FOODPRO 2003 POST EVENT REPORT

The 5th edition of Foodpro – Foodpro 2003 was successfully staged at Chennai between December 12-16, 2003. Foodpro 2003 was definitely the defining moment of the Food Industry in India. Foodpro 2003 featured

- A 4-Day Exhibition – Foodpro 2003 Exhibition
- Foodpro 2003 Conference on “India as the Food Factory to the World”
- PACKcon – Conference on “Packaging for the Global Food Market”
- FAIDA Re-visited Report – McKinsey & Co updated the FAIDA report and the Update of FAIDA was presented / released at Foodpro 2003.
- The 1st Annual Awards of the Tinplate Promotion Council for Tin Packaging

**FOODPRO 2003
EXHIBITION**

Foodpro 2003 Exhibition

Over the years, Foodpro has evolved as the leading industry vertical event in the Food Processing Industry.

The Foodpro 2003 exhibition was spread over an display area of 45000 sqft. The Foodpro 2003 exhibition had a strong focus on Food Processing Equipments & Technologies, Packaging Equipments & Technologies, Dairy Equipments & Technologies, Refrigeration / Cold Storage; Processed Foods and Intermediary Products.

Segmented Sectoral Pavilions facilitated the visitors to visit all the stalls in the pavilion of their interest and the helped the visitors to have more fruitful discussion with the exhibitors.

Foodpro 2003 Highlights

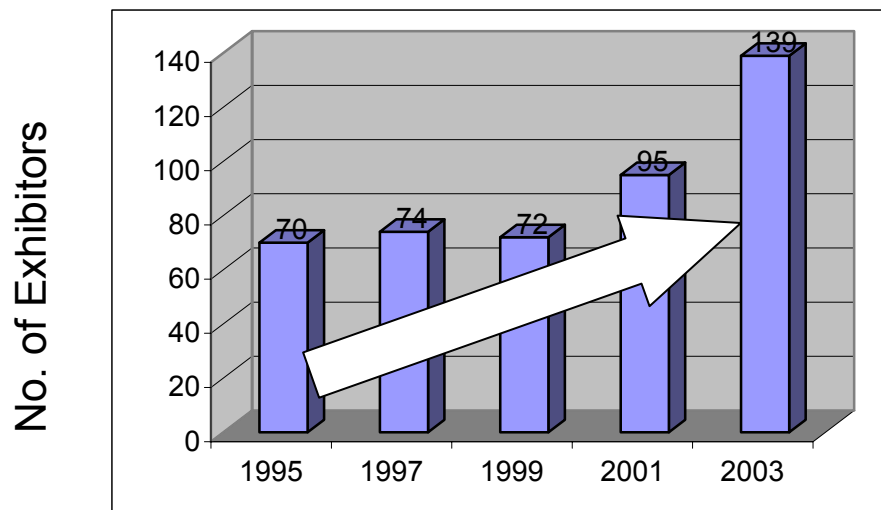
- 139 Exhibitors
- 25000 Trade & Business Visitors
- Country Pavilion from Australia
- Segmentation of exhibitors by product and equipment groups
- 17 Government Agencies
- Live Product & equipment demonstrations
- Culinary demonstration & tasting sessions

Inauguration

The Foodpro 2003 Exhibition was inaugurated by Mr N T Shanmugam, Hon'ble Minister of State (Independent Charge) for Food Processing, Government of India



Foodpro Exhibition
- Growing in strength over the years



Foodpro Editions

NEW PRODUCT LAUNCHES

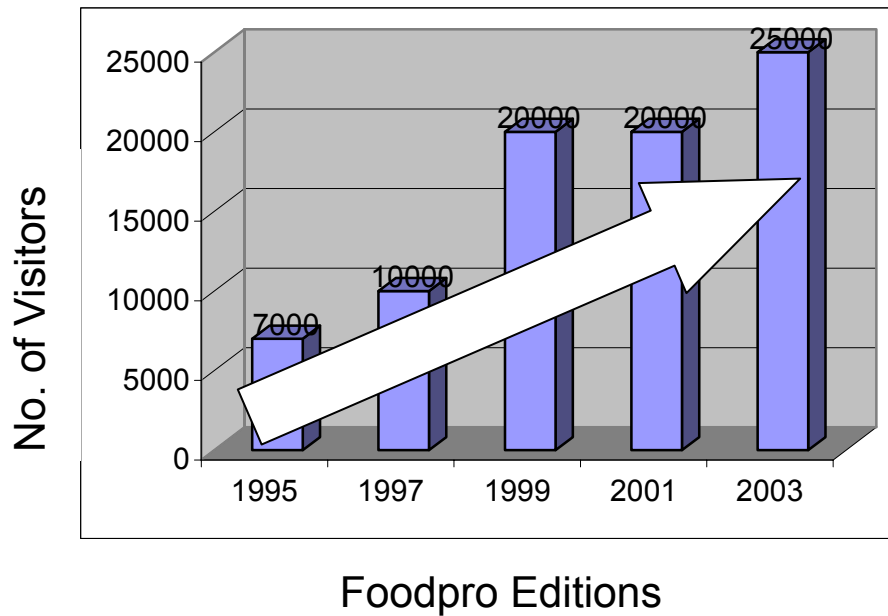
<p>New Product Launches : 18 companies choose the Foodpro 2003 exhibition as the platform to launch New Products</p>

New Products at the Foodpro 2003 Exhibition were Launched by

- Ajinomoto India Pvt Ltd
- Auto Bake, Australia
- Cerebos Foods, Australia
- Cereform Australia
- Cottee's Australia
- CS Aerotherm Pvt Ltd
- Eastern Red Ruby
- Flex Engineering Ltd
- Mayfair Lanka (Pvt) Limited
- Metalex Process Equipment (I) Pvt Ltd
- Prince Refrigeration Company
- Simplot Australia
- Mackies, Australia
- Goodman Fielder,Australia
- Tyrrells Vineyards,Australia
- SPC Ardmona, Australia
- Vetta Pasta Company, Australia
- Zhong Yong Traders Pvt Ltd, Singapore
- RAPAUK,UK

Visitors at Foodpro 2003 Exhibition

- 25000 Trade & Business Visitors
- International Visitors from Bangladesh, Sri Lanka, UK, Japan & Australia



International Participation

- Australia
- Singapore
- Netherlands
- Poland
- Sri Lanka
- Japan
- UK

OUTCOME – FEEDBACK FROM EXHIBITORS

- Customers attraction and interaction on the product is good. A lot dealers tied-up for Local Market.

-- Ace Agri Export Pvt Ltd

- More exposure, Enquiry levels are extremely encouraging

-- Cas Weighing / Giri Brothers Electronic Weighing Scale

- We have now information on the various food companies available who will become our potential customers in future.

--- Centre for Research and Applied Food Technology

- Good awareness in the market and contacts with lots of buyers

-- Cold Foods Enterprises

- We launched the Dough Sheeter and Planetary Mixer prospective & existing customers have come to know about the same.

-- C S Aerotherm

- A launching pad to southern Indian markets. To display our new products, enquiries for exports, stockists distribution to build product awareness

-- Elite Group

- Really good interaction with the food industry community

-- Foretell Capital Trust (P) Ltd

- Awareness of our company - lots of enquiries recieved

-- GEA Ecoflex India

- Meeting potential customers under one roof created awareness of our products. Improved relationship with existing customers

-- Gopi Deydrates Pvt Ltd

- Product visibility, lots of export leads, good amount of sales were able to demonstrate our solution to the client

-- Health India Laboratories

- New contacts made, awareness created, leads generated

-- Intertek Testing Devices

- Built a Brand image of 'Packaging Solutions' provider

-- ITW Signode India Limited

- Created good awareness on our products & services to the visitors, post harvest management in particular. Have also received few good enquiries.

-- Lloyd Insulations (India) Limited

- Created awareness of our brand. Met potential dealers / importers carried out sampling of products.

-- Mayfair Lanka (Pvt) Ltd

- A very good, serious visitors and very encouraging response for next event

-- Media Today Pvt Ltd

- We could provide information About Our Vending Machines and utility In Terms Of Business Profits/Hygiene /modernity,Our New Products from Nestle Dairy range were Introduced to the Consumers, getting valuable feedback from them

-- Nestle India Limited

- Very Good Exposure with new Segment of Customers

-- Nexus Digital Network (P) Ltd

- We have got very good Customer contacts And the Interaction was very useful

-- Shri Chamundi Baking Equipments

- Many enquiries and also it has been a very good experience

-- Sri Krishna Sweets

- Awareness of Products & Our Company

-- Standard Machinery Marketing Co Pvt Ltd

- Tremendous enquiries received for distributionship in India & Abroad
-- Sathyamurthy Magalir Mandrum
- Lot of enquiries for dealership & Good response
-- Supreme Suguna Food Co Ltd
- We achieved our objective of spreading the Toshniwal forberg Principle of 'Mixing' to the esteemed visitors.
-- Toshniwal Systems & Instruments Pvt Ltd
- Better Exposure to customers and market, Company branding in the show
Wide reach to customers across India
-- Vikaash Packaging
- We've received quality customers. It will get good business.
-- Voltas Limited
- New contacts, Clients, Competitive clients, gained knowledge about this industry
-- Willett India Pvt Ltd

VIP Quotes

Mr N T Shanmugam, Hon'ble Minister of State (Independent Charge) for Food Processing, Government of India



“It is really a well organised exhibition highly useful to all food processing entrepreneurs to develop our country in the economic growth.”

Mr D P Tripathi, Former Secretary, Ministry of Food Processing Industries, Government of India

The Foodpro exhibition has growth in stature and quality with increase in volume as well. Such efforts by CII will go a long way in the growth of Food Processing sector.



**Mr C Ponnaiyan, Finance Minister, Govt. of Tamilnadu
Mr R Jeevanantham, Agriculture Minister, Govt of Tamilnadu
Mr M C Sampath, Local Administration Minister, Govt of Tamilnadu**

“Very much utility oriented exhibition to boost up agro-economy.”



Mr S Balakrishnan, MLA,

Food Processing is very very necessary in our Agricultural Country. This exhibition is fine and useful.

Dr A S Bawa, Director, DFRL

It is an excellent show and effort in part of CII to bring together the Food Processing Industry, Packaging materials industry and the supporting industry under one umbrella. Very good exhibition. Good luck.

Mr V K Rekhi, President – UB Group (Spirits Division)

Good attempt of Food & Packaging Machinery display.

Mr K S Money, Chairman, APEDA

I am glad that I could visit the Foodpro 2003 today. The awareness such exhibition generate would be of immense help in the development of food processing industry. Food processing industry is growing into one of the most important segments of one manufacturing sector. I wish the 'Foodpro 2003' all success. Congratulations to the organisers'.

Mr Manan Bhatt, Vice President, Avesthagen Quality Agriculture Services, Hyderabad

Excellent efforts such as Foodpro will act as a catalyst in moving the sector in leaps and bounds

Mr T V Antony, IAS (Retd), Former Chief Secretary, Govt of Tamilnadu

A very well organised & useful invitation. The range of products displayed is amazing. Congratulations.

Mr Utpal Sen Gupta, Chairman, CII National Council on Food Processing & President Agro Tech Foods Ltd

Very well organised and impressive.



Mr Y C Deveshwar, Chairman, ITC Ltd

It was good to see the exhibition. It is also quite evident that CII initiatives are bearing fruit & helping the industry to network & grow

**FOODPRO 2003
CONFERENCE**

Foodpro 2003 Conference(s)

As part of Foodpro 2003, a 2-Day Conference on “India as the Food Factory to the World” was organised between December 15-16, 2003 at Chennai.

The Conference focused on repositioning the Food Industry’s strategy to focus on world markets in product categories where India has strengths, and become a supplier & The Food Factory to the World.



Over 250 Senior executives attended the Conference from all over India.

Mr N T Shanmugam, Minister of State (Independent Charge) for Food Processing, Government of India was the Guest of Honour at the Inaugural of Foodpro 2003 Conference and delivered Inaugural Address through Live Video Conferencing.

Topics at the Conference:

- India as the Primary Produce Factory to the World
- India as Branded Food Power House
- India as the Food Factory to the World
- Primary Produce Exports – Punjab Agri Export Corporation’s Experience
- Panel Discussion on Global opportunities in Fruit & Vegetables
- Global opportunities in Marine Produce
- Global Food opportunity for India – Creating Forward & Backward Linkages
- Global Food Service Market – Opportunities & Challenges
- Creating International Food Brands from India
- Is the World ready to accept Indian Processed Foods
- Breaking into Global Market – An Indian Experience
- “Brand India” – World’s Cup of Tea
- Trials & Tribulations of Convenience Food Market
- Indian Food Retailing Since FAIDA
- Organised Retailing – Opportunities for the Food Industry

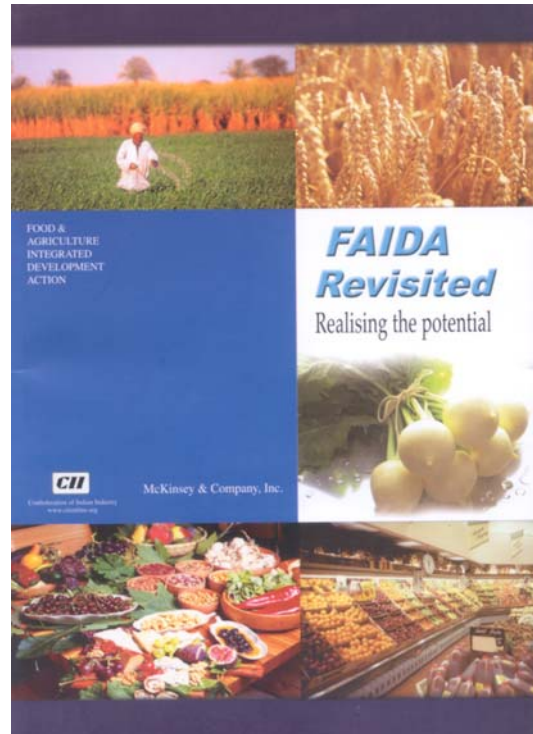
Speakers at the Conference

- Mr Mike Fernandas, Principal, McKinsey & Co
- Mr S K Kulkarni, GM – South, GCMMF
- Mr Vivek Mathur, VP – Mktg, Tata Tea Ltd
- Ms Sonal Shah, Director – Food & Agriculture Business, Rabo India Finance Ltd
- Mr G M K Raju, CEO, ITC Ltd (SBU – Printing & Packaging)
- Mr Himmat Singh, IAS, MD, Punjab Agro Industries Corporation & Punjab Agri Export Corporation
- Mr Pradeep G Nair, President, Koeleman India Pvt Ltd (*Panelist*)
- Mr Satya Priya Mazumdar, MD, Ken Agritech Pvt Ltd
- Mr K Jose Cyriac, IAS, Chairman, MPEDA
- Mr Kirit Pathak, Chairman & Chief Executive, Patak Foods Ltd (UK)
- Mr Y C Deveshwar, Chairman, ITC Ltd
- Mr S Raghunandhan, CEO, Radhakrishna Foodlands
- Prof Rishiksha T Krishnan, Associate Professor – Corporate Strategy & Policy Area, IIM (Bangalore)
- Mr T S Sridhar, IAS, Secretary, Dept of Agriculture, Government of Tamilnadu
- Mr K S Money, IAS, Chairman, APEDA
- Mr Sanjeev Gupta, Director – Agriculture, KRBL Ltd
- Mr Arun Grover, Dy COO – Marketing & Strategy, Assam Company Limited
- Mr Utpal Sen Gupta, Chairman, CII National Council on Food Processing & President Agro Tech Foods Ltd
- Mr R S Naware, CEO, ITC Foods Ltd
- Mr K Radhakrishnan, Vice President, Foodworld Supermarkets Ltd
- Mr K Dasaratharaman, Vice President – Sales, Heinz India Pvt Ltd

REVISITING FAIDA

The updated 'Food and Agriculture Integrated Development Action' (FAIDA) report, prepared by the Confederation of Indian Industry and McKinsey and Co, was released on the occasion of the Foodpro 2003 Conference on "India as the Food Factory to the World.

The CII – McKinsey "FAIDA Revisited" report outlined developments over the last six years since the last FAIDA report, which was released in 1997, it says that there has been significant progress made on organized retail of food Products, Change in government regulation and a sea change in the delivery of

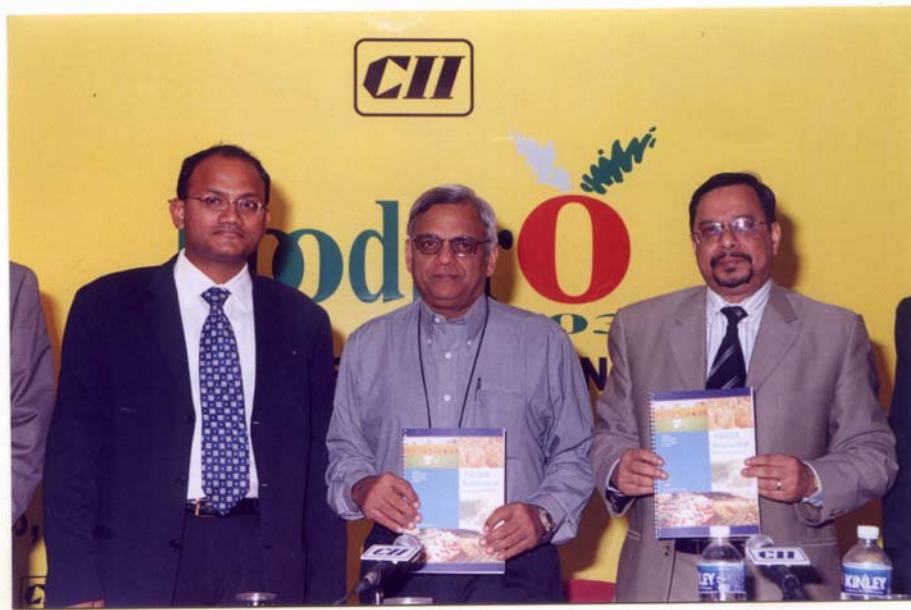


food and food products in the country. It also highlighted the significant value addition to dairy products and the integration of the poultry industry had increased significantly. Over the last six years, there has been an increase of Rs.90,000 crores to the overall food processing industry.

In India, in the Food Industry, success has been characterized by good performances on either the innovation or efficiency poles. In the efficient sectors there has been increase in market share, increases in yield and also a reduction in prices. Worries still exist on the integration of the value chain.

Product innovation has been restricted to niche areas where small but extremely profitable business have been created.

The FAIDA report outlines four trends that will shape the opportunities for a market like India. Emergence of an organized retail sector, value additions and convenience driven by consumers, India's growing acceptance as a sourcing hub and continued deregulation of the sector.



Based on this the FAIDA report identifies five emerging areas that will define growth.

- Mass market basic foods will continue to be driver of growth. There is a need to remove inefficiencies in this segment.
- Ready to cook / eat foods will emerge as a huge opportunity
- Niche markets would continue to be very profitable but would need to be tailored to local tastes
- Exports – including speciality products – are an area where India can establish a strong global presence
- Growth in input providers, logistics suppliers and retail.

To capture the benefits of these emerging areas there is a four – pronged strategy that needs to be adopted.

- Creation of market driven linkages across the entire chain
- Innovation, driven by customer insights coupled with quality and convenience, at the right place
- Development of low cost business systems to acquire pricing and flexibility that will allow them to compete with a strong unorganized sector
- Shaping of government regulation through a process of consensus.

Outlining the role of the government the report says acceleration of reforms is important. The government needs to enable direct access to agricultural produce, create a level playing field through tax reform, enhance growth of key enablers like retail, reduce market interference and facilitate industry initiatives and exports.

The Updated FAIDA report was released by Mr N T Shanmugam, Minister of State (Independent Charge) for Food Processing, Government of India at the Inaugural Session of the Foodpro 2003 Conference on India as the Food Factory to the World.

Conference Comments by Mr N T Shanmugam, Minister of State (Independent Charge) for Food Processing, Government of India:

“India has all the potential to go high”, predicted Minister of State (Independent Charge) for Food Processing N T Shanmugam.

“India can grow into an important food producing country and tap important trade in food in a big way”.

The Minister elaborated, “In terms of trade opportunity I could visualise India has a high potential in food retail. The country’s food retailing is valued at Rs.400.000 crore, out of which a major portion is handled by unorganised retailer. In fact a mere Rs.20,000 crore is in the organised sector. But the organised retail market I expected to grow to Rs. 100,000 crore within a couple of years and the entire retail market will grow at the rate of 20% per annum”.

**TINPLATE PROMOTION
COUNCIL'S ANNUAL
AWARD FOR
EXCELLENCE IN
TIN PACKAGING**



TPC AWARDS

The Tinsplate Promotion Council's Annual Award for Excellence in Tin Packaging was held concurrently with Foodpro 2003.

Distributing the awards, A N P Sinha, Joint Secretary in the Ministry of Food Processing Industries, who was the Chief Guest, emphasised the huge potential that India has in food processing and expressed government's full support for the development of the industry.

Award winners include Agro Dutch Industries for Largest Exporter (value /volume wise); Kaira Can Company for Largest Exporter (user sector) and Best Can (food); Hindustan Tin Works for Best Can(beverages); Vivid Industries for Best Can(aerosol); Bharat Tin Works for Best Can(general line); International Cans for Best Can (graphics/printing); Swastik Industries for innovation (components / closures and new application); and Kolkata-based Carter Containers Company and Mumbai based Petrox Containers jointly bagged award for Innovation in Container Design (physical/shape)

PACKCON 2003



PACKcon 2003 : PACKAGING FOR THE GLOBAL FOOD MARKET
12-13 December 2003, Hotel The Residency Towers, Chennai

PACKcon – A 2 Day conference was held as part of Foodpro 2003 with an objective to enhance the scope of development of the packaging Industry in India. The Industry that by and large, depended on domestic resources for materials as well as machinery is changing with the times and with consumer behavior. The Conference highlighted the Emerging Trends in Design, Technology and Consumer Demands, The role of packaging in enhancing Brand Equity & Shelf Visibility.

The key speakers in the session were Mr Rajiv Dhar, Director, Indian Institute of Packaging, Mr B L Raina, Managing Director, The Tinsplate Company of India, Mr A K Ghosh, Chief Marketing Manager, The Tinsplate Company and Mr A B Kulkarni, Director, Kaira Cans Company Ltd, Mr N L N Raju, General Manager, ITW Signode India Limited, Mr D P Tripathi, Advisor, Aseptic food processing & Packaging Association of India, Mr K I Viswanathan, Head – Marketing, ITC Ltd, Paper Boards Division, Mr T D Mohan, Director Packaging India, Mr G Kannan, Deputy General Manager, L & T, Mr Joydeep Mukherjee, Head – North Indian Operations, Indian Aluminium Company Ltd, Mr K Radhakrishnan, Vice President, Merchandising & Marketing, Food World Supermarkets Limited.

PACKCON attracted around 125 delegates from across the country, ranging from CEO's & Senior Managers to Senior Executives from the fields of packaging, food processing, raw material suppliers.

FOODPRO(S)
1995 to 2001
IN RETROSPECT

THE RETROSPECT

FOODPRO

- The 1st edition initiated in 1995 & institutionalized as a biennial event at Chennai.
- Features Exhibition & Conferences / Seminars
- CII's endeavour to showcase and project opportunities for the Industry
- Highlight the opportunities in Food Sector in India and showcase the Potential in the Food Business in India

PAST FOODPROs

Foodpro '95 Highlights

- The 1st ever exhibition on the Food Industry in India
- A comprehensive showcase of Technologies in Food Processing & Packaging
- Meeting point for players in the Food industry to market products & update technologies
- Instrumental in Highlighting the potential of Food Industry in India – Eye opener for the Food Business in India
- Triggering off the CII-McKinsey Report
- Over 70 exhibitors
- 7000 Trade Visitors from all over India
- Strong International participation from UK & Italy
- Participation from Manufacturers & Suppliers of Food Processing Equipment, Storage / Handling Equipment and Packaging Materials.



Foodpro '97 Highlights

- Strong Focus on Food Processing, Packaging & Dairy Technologies
- Country Pavilions – USA (Mr William Daley, Commerce Secretary, USA)
- CII McKinsey FAIDA Report Presented .(*CII McKinsey FAIDA (Food & Agriculture Integrated Development Action) report presented by McKinsey & Company, Inc in the year 1997 dealt with the opportunities and the problems in establishing the new markets in the Food Sector and strengthening the brands in India*)
- 74 Exhibitors
- 10000 Trade Visitors from all over India



Foodpro '97 Features

- 4-Day International Exhibition
- 2-Day International Conference on Food Industry
- Seminar on Edible Oils in Association with Malaysian Palm Oil Promotion Council
- Seminar on British Food Technology '97 in Association with Department of Trade & Industry, UK

Foodpro '99 Highlights

- Broadbased the coverage of Foodpro in 1999 to focus on Food, Dairy and Packaging
- Strong focus on Food Processing, Packaging, Refrigeration / Cold Chain, Bakery & Dairy Technologies and on Processed / Packaged Foods.
- 72+ Exhibitors



- 20000 Trade Visitors representing Professionals from the Agri & Food Industry, Potential Investors, Agro Producers, etc

Foodpro '99 Features

- 4-Day Exhibition
- 2-Day Conference on Agri / Food

Foodpro 2001 Highlights

- 95 Exhibitors
- Country Level Participation from Australia
- 20000 Trade Visitors
- Comprehensive Display of Technology & Processed Foods
- One Stop Solution for Food Processing
- New Product Launches
- Live Equipment/ Machinery Demos
- Showcase of Opportunities for Value Addition to Agriculture
- Horticulture & Dairy Products
- Dealership/ Franchisee Opportunities on offer
- Investment Ideas & New Business Ventures
- Raw Materials Sourcing Forum creating linkages between Large Corporate and Ancillary Industries



Foodpro 2001 Features

- 4-Day Exhibition
- Seminar on Raw Materials Sourcing Forum