



The 6<sup>th</sup> Indian Food Processing & Food Technology Fair

November 11-15, 2005 : Chennai

POST EVENT REPORT

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## FOODPRO 2005

The Confederation of Indian Industry organized the 6<sup>th</sup> edition of India's premier event on Food processing and technologies between November 12-15, 2005 at Chennai. Foodpro 2005 was supported by the Ministry of Food Processing Industries, Government of India.

### The Highlights of Foodpro 2005

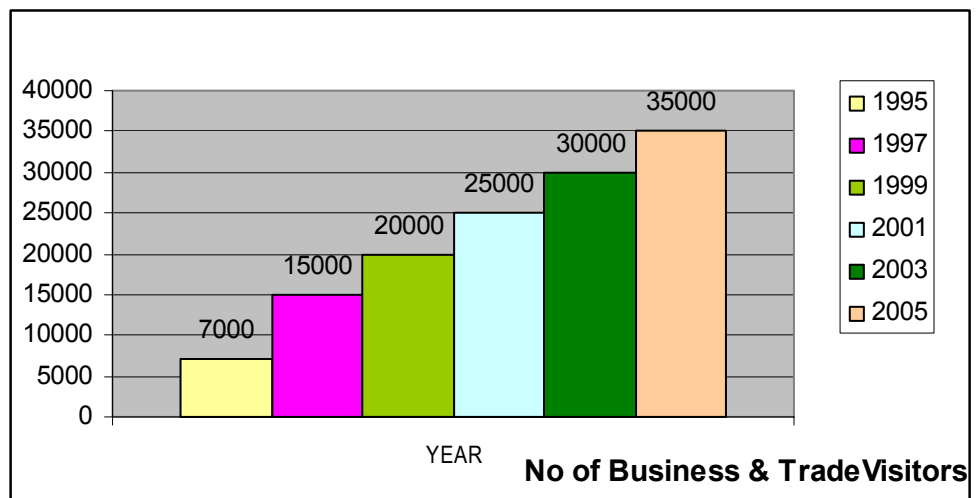
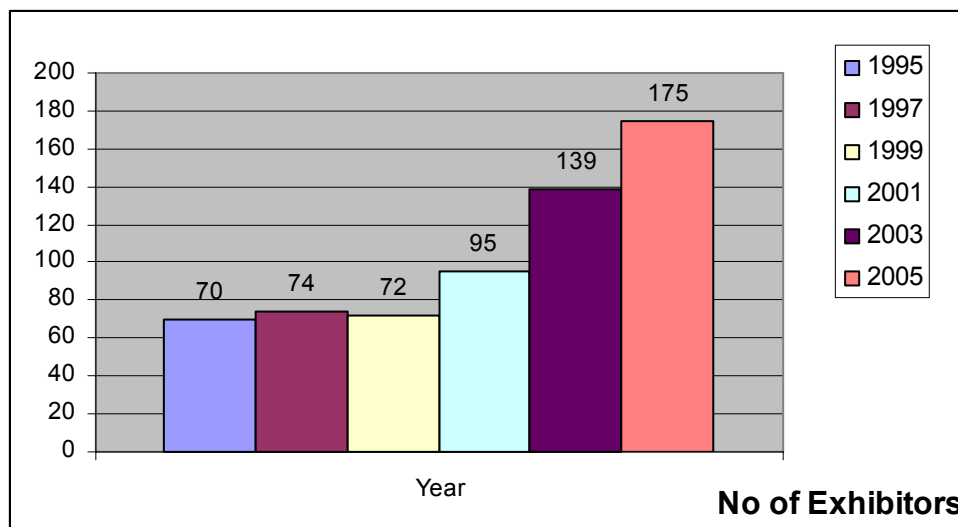
- 4 Day International Exhibition featuring 175 companies
- Australia as the Partner Country at Foodpro
- PackCon -1 ½ day Conference on Food Packaging and innovations
- 2-Day Conference on "From the Farm Gate to the Dinner Plate –The way forward to India's Food Business
- Buyer Seller meets featuring India's leading FMCG food companies
- Metro AG India suppliers meet
- Release of A CII AC Nielsen ORG MARG Report on "India's Changing Dinner Plate"- A Report on changing consumer habits of Indian consumers.

FOODPRO 2005

EXHIBITION

Foodpro has established itself as India's premier event on food processing and technologies. The 4 Day Exhibition featured more than 175 Exhibitors representing companies offering solutions in food processing, packaging, refrigeration and cold storage, retailing and vending systems across the entire value chain, from the farm gate to the dinner plate, which was also the theme of the conference. The Exhibition was segmented into sectoral pavilions featuring companies offering solutions in their respective verticals which included a Food Processing and technology pavilion, refrigeration and cold storage pavilion, retailing and vending systems pavilion, Packaging pavilion.

There has been a quantum increase in the number for exhibitors participating in Foodpro 2005 when compared with previous editions. More than 40 new exhibitors did participate in food 2005.



**Mr Surjit Singh Barnala**, His Excellency, The Governor of Tamil Nadu inaugurated the Foodpro 2005 Exhibition on 12 November 2005. More than 35000 business and trade visitors attended the four day Foodpro 2005 exhibition. The Event generated business enquiries worth 300 crores.



## International Participation

Foodpro 2005 featured a very strong international presence . Australia was the Partner Country at Foodpro 2005. More than 20 companies participated to explore new business opportunities in India and assess the Indian market. There was a strong Australian Government participation at FOD2005. The Hon Peter McGauran MP, Minister for Agriculture, Fisheries and Forestry; Deputy Leader of the House, Government of Australia, inaugurated the Australian Pavilion.



Foodpro 2005 also featured strong participation from **Netherlands, Canada, Italy France, Singapore and Japan.**

The Exhibition was spread over an area of 5500 Sq.mts

The exhibition provided an excellent opportunity for the participating companies to touch base with potential customers and to appoint dealers for their range of products.



## Government and Nodal Agencies participation at Foodpro 2005

There was a strong representation from the state government and nodal agencies at Foodpro 2005 showcasing the potential of the states and also highlighting the investment opportunities.

- Ministry of Food Processing Industries
- APEDA
- Coconut Development Board
- Coffee Board
- Defence Food Research Laboratory
- Export Inspection council of India
- Govt of Karnataka
- Government of Andhra Pradesh
- Government of Pondicherry
- Indian Institute of Packaging
- MPEDA
- Ministry of Food Processing Industries, Govt Of India



- Tamil Nadu State Agricultural Marketing Board
- The Punjab State Co-Op Supply & Marketing Federation Ltd( Markfed)
- The Tamil Nadu Co-operative Milk Producers' Federation Ltd

Apart from these institutions, about 16 Self Help Groups from districts like, Theni, Madurai, Trichy, Tuticorin etc participated at the Exhibition in a major way. The exhibition provided a platform for the SHG's to showcase and promote their products and capabilities.



FOODPRO 2005

CONFERENCE(S)

**PACKCON 2005** – Conference on “Food Packaging & Innovations” was organised on 11-12 November 2005 at the Convention Centre, Chennai Trade Centre Complex Chennai.

About 150 senior officials representing CEO’s of Packaging Companies, Heads of packaging of food companies, retail chains, exporters of processed foods, contract packaging companies, packaging material suppliers and packaging machinery suppliers participated at Packcon 2005.

### **Topics at the Conference**

- New Trends & Innovations in the Global Market in Food Packaging
- Indian packaging Industry – Perspectives & Growth Prospects
- Trends in Food Packaging in India
- Driving the Food Industry through Packaging
- Beverage Packaging in India
- Active / Smart / Intelligent Packaging & Retort Packaging
- Environment Friendly Packaging
- Retail Packaging – Shelf Ready packaging
- Retail Logistics – Logistics Friendly Packaging
- Developing India as a Packaging Material Hub
- The Packaging Design Services
- Contract packaging – Opportunities in Indian Markets
- Packaging Materials – New Developments
- Triggering Impulse Purchase through Attractive Packaging
- Barcoding & RFID for Packaging
- Packaging Regulations



### Speakers at Packcon 2005

Mr P V Narayanan, Director, SIES School of Packaging

Mr Ajay Kumar , National Manager-Business Development, The Tinsplate Company of India Ltd

Mr G Shankar, President, Madras Consultancy Group

Mr Lakshman Kanuga, President-Sales & Operations, IPN India Packaging Pvt Ltd

Mr Angshuman Roy, Consultant, Pack Vision

Mr Brian Hinchliff, Director – South India, Tetrapak India Pvt Ltd

Mr K Radhakrishnan, VP – Merchandising, Spencer's Retail

Mr Mani Thirumoorthy, Independent Consultant

Mr P Dasgupta, Head – Packaging, HLL – R&D Centre

Mr Siva Nagarajan, Director, Sandilyam Automation Systems Pvt Ltd

Mr N Srinivasan, Pre-Sales support specialist, Esko-Graphics

Mr S Dave, Director, APEDA

Mr H Venkataraman, Key Accounts Manager, The Paper Products Ltd

Mr Bassam Hallak, GM-Food Packaging, Sealed Air (Cryovac)

Ms Inge Noergaard, Marketing Manager, Faersh Plast, Denmark

Mr S Rangarajan, COO & President, Futura Polyesters Ltd

Mr Amit Vaishnav, Managing director, Mega Foods Products Pvt Ltd

Mr Kalyan Chatterjee, Manager-Packaging Development, ITC Ltd



## FOODPRO 2005

The Foodpro 2005 Conference on “From the Farm Gate to the Dinner plate-The way forward to India’s Food Business” was inaugurated by **Mr Subodh Kant Sahai, The Union Minister of State for food processing Industries (Independent charge) , Government of India** on 14th November 2005 at the Chennai Convention centre.

Inaugurating the Foodpro 2005 Conference – “From the Farm Gate to the Dinner Plate – The Way Forward for India’s Food Business” organized by the Confederation of Indian Industry (CII) in Chennai today, Mr Sahai said that the government is keen on evolving a blueprint, with inputs from the industry, to double the growth rate of the Indian agriculture sector by the end of the Tenth five year plan.

Delivering the keynote address, **Mr Y C Deveshwar, President, CII & Chairman, ITC Ltd** said, “The Indian food sector has the potential to attract Rs. 1,50,000 crore investment in the next ten years and create 10 million jobs annually at least for the next ten years. The food-processing sector carries the potential to raise the growth trajectory of the Indian economy well above the current 7% per annum.” He mentioned that a forum like Foodpro provides the platform for the industry and the Government to engage meaningfully and align efforts in a common direction.



Mr Parasuraman Raman R, Chairman, CII-SR, Mr P K Mohapatra, Chairman, Foodpro 2005, Mr Harsh Bahadur, Chairman, Foodpro 2005 Conference, Mr Piruz Khambatta, Chairman, CII National Committee on Food Processing were the other dignitaries who addressed the Inaugural Session of the Foodpro 2005 conference.

About 200 senior executives participated at the two day conference from across the country. The two day conference deliberated on topics such as: Trends in the Global Food Industry, The Changing Dinner Plate of Indian consumers, Growing India's Processed Food Industry, The Food Services Market, The Supply Chain Challenge, Retailing & Distribution as the key driver in the Indian Food Business.

**Key speakers who spoke at various sessions include:**

Mr Gibson G Vedamani, CEO, Retailers Association of India

Mr Rajesh Srivastava, Regional Head-F&A(Asia, Rabobank International

Dr Dave Hickling, Vice President, Canola Council, Canada

Mr Abraham Tharakan, Chairman, Amalgam Foods

Mr Ravi Naware, Divisional Chief Executive, ITC Ltd – Foods

Mr Partha Rakshit, Managing Director, A C Nielson

Mr Manu Anand, Managing Director, Fritolay India

Mr Utpal Sen Gupta, President, Agro Tech Foods

Mr K Radhakrishnan, VP – Merchandising, Spencer's Retail

Mr Harsh Bahadur, Managing director, Metro Cash N Carry

Mr D Ashok, Sr. Vice President, Siemens Information Systems Ltd

Mr Anoop Sequeira, CEO, GFA India

Prof S Raghunath, Indian Institute of Management, Bangalore

Mr Jehangir Ghadiali, General Manager, ITC Ltd

Mr Neeraj Chandra, VP-Sales & Marketing, Britannia Industries Limited

Mr Ajay Kaul, CMD, Dominos Pizza India Ltd

Mr Marc Heinze, Metro AG, Germany

The conference also had a Special Dinner Session wherein Mr C K Ranganathan, Managing Director, CavinKare India Ltd, sharing the success of India's Beauty and cosmetics industry and the lessons relevant for the Indian Food Processing industry. The session was received with overwhelming response.

## Deliberations at the conference:

- The green revolution that India had ushered in once upon a time should now lead to a Processed Food Revolution. What IT, BPO and Biotechnology have done for urban India, Processed Food Revolution can do the same for rural India.
- Undertake focused interventions in positioning India as a preferred outsourcing hub
- To Work in close coordination with government and other bodies for building global Indian food brands
- Squarely address the cost build-up issue in the value chain especially taxation.
- To work in a big way in the area of food regulations – the new Food safety and standards Bill. This is expected to be a major step forward in streamlining the regulatory environment for the processed food industry and giving it a boost.
- To iron out the differences that exist in the food regulatory environment from state to state, which creates enormous distortion and inefficiencies in the marketing of processed food in the country.
- To rationalize taxation on Processed foods
- To build backward linkages of Processing industry with agriculture
- To build factory scale – [as distinct from cottage industry scale] production industries
- To ensure the availability of processable raw material at the right quality and quantity, which is a major issue.
- To encourage application of biotechnology in food processing sector because of the diversity of the micro organisms and the range of microbial enzymes available for genetic modifications

## **Areas to be addressed by the Government to unlock sector Potential.**

### **Rationalise Tax Structure**

- Reduce Sales Tax and excise on processed value – added foods
- Reduce import duties on food processing and cold chain equipment
- Reform of the states' APMC Acts to ensure closer market linkages.

### **Allow equal access to farm produce**

- Amend APMC regulation
- Provide legal framework for contract farming
- Free up inter-state movement of produce

### **Introduce integrated food law**

### **Enable growth of organized retail, which could act as a catalyst**

- Provide industry status
- Implement VAT regime
- Offer single-window clearance and real-estate support
- Liberalise FDI in retail sector in India

### **Help create physical and virtual infrastructure**

- Strengthen road, port and irrigation infrastructure
  - Help create public-private networks to provide extension services to farmers
  - Setup derivative markets for food commodities, to allow price hedging





## CII AC Nielsen ORG MARG report

A CII-AC Nielsen ORG MARG report on “India’s Changing dinner plate” was released on the occasion of the Foodpro 2005 by the Honorable union minister. It may be recalled that the Updated FAIDA (Food & Agriculture Integrated Development Action) report – FAIDA Revisited was released during the last edition of Foodpro held in 2003.

While the FAIDA Revisited presented strategic insights in the developments and other positive tractions that since the release of FAIDA in 1997, This report presents a overview of the changing consumer perceptions, lifestyles that include the changing food habits, consumer spending etc.



**Address by Mr Subodh Kant Sahai, Union Minister of State (Independent Charge) for Food Processing Industries Government of India.**

“The Government of India will enact the Integrated Food Law in the next parliamentary session to give a policy thrust to promote the Indian Food Processing Sector and make it globally competitive. The Government will also set up Mega Food Parks across the country with special economic zone privilege,” said Mr Subodh Kant Sahai, Union Minister of State (Independent Charge) for Food Processing Industries Government of India.

The Minister said that a Prime Minister-chaired Committee, which comprises Union Ministers of Agriculture, Finance, Education, among others, will shortly be outlining its plans to achieve the integration and value addition in the entire food chain - from the farm gate to the dinner plate.

Mr Sahai said that though India is already a largest producer of fruits and vegetables, it must become the number one producer. He observed that India must build a brand to compete with the rest of the world. Government on its part is keen on redefining the tax structure to the favour of the industry. There should not be any sales tax for all perishable food items.

Inviting the foreign players to the Indian food industry, the Minister said that India is a big market for food products with people spending an average of over 52% of their earnings on food. Around half of the country’s population is becoming middle-class.

## Buyer Seller Meet

As part of Foodpro 2005, as a first time initiative, CII organized exclusive Buyer Seller meets featuring some of India's Leading FMCG based food companies. The objective of the Buyer Seller meet was to help companies identify cost effective suppliers.

Cafe Coffee Day and Perfetti Van Melle presented their procurement plans. Around 30 participants attended to meet to explore new business opportunities with Café Coffee Day and Perfetti Van Melle.



## Metro AG India Suppliers Meet

As a part of Food Pro 2005 initiative, CII organized a Buyer Seller Meet for the first time in India for Indian Food Processing Industry involving Metro AG Germany and Metro Group Buying holds 2nd Largest Food Retailer with an annual turnover of Euro 56 Billion as well as Metro buying Group Hong Kong with the objective of identifying & short listing potential suppliers from India for its global sourcing. Around 200 delegates strongly consisting the CEO's of Food Companies participated where Metro presented their sourcing plans, export requirements, import process enabling the delegates to have a complete knowhow on their sourcing requirements.



## ANNEXURE – 1

### List of Companies

- AB Mauri India Pvt Ltd
- Auto-Bake
- Big Sister Foods Australia
- Cadbury Schweppers
- Cando Group Limited
- Cerebos Foods
- Dollar Sweets
- Greens General Foods
- Harvey Fresh of Western Australia
- Kraft Foods
- Manildra Group
- Simplot Australia
- SPC Ardmona
- Vasantham Consultants Pty Ltd
- Western Australia, Department of Agriculture
- APEDA
- Aishwarya Consolidates Limited
- Ajinomoto India Private Limited
- Alfa UV
- Alkabeer Exports Pvt Ltd
- Allie's Wholesale Garden's Suppliers Ltd
- Altopack S.p.A
- Amalgam Food & Beverages Ltd
- Anna Equipment Pvt Ltd
- Apple Bakery Machinery Ltd
- Arun Rega Bakery Machineries Pvt Ltd
- ATAGO India Instruments Pvt Ltd
- Atlas Copco Compressor Sales
- Austrade
- Bakers Shoppee Private Limited
- Baketech Engineering
- Bakshi Enterprises
- BalCorp International
- Bangs Bakery Pvt Ltd
- Bharat Refrigeration Pvt Ltd
- Bio-Sols India Pvt Ltd (Sarda Gums)
- Blue Star Limited
- BVQI (India) Private Limited
- C S Aerotherm
- Canadian Consulate - Chennai
- Canola Council of Canada
- Ceegate India Pvt Ltd
- Celsius Refrigeration Pvt Ltd
- Century Laminating Co Ltd
- Cetex Petrochemicals Ltd
- Chhatariya Dehydrates Exports
- Coconut Development Board
- Coffee Board
- Cogent Group
- Commodity India
- Consumers Association of India
- Continental Equipment India Pvt Ltd

- Control Print India Ltd
- Convenio Foods International Pvt. Ltd
- Dairy Craft (India) Pvt Ltd
- Domino Printech India Private Limited
- Dynatech Marketing Company
- Eakcon System Pvt Ltd
- EID Parry (I) Ltd (Sugar Divn)
- Electro Magnetic Industries
- Elite Group of Companies
- Export Inspection Council of India
- Fedders International Airconditioning
- FENCO S.p.A
- FMC Technologies Hong Kong Ltd
- Food & Agri Business (Media Today)
- Food & Agro World
- Food & Pack
- Food Cert India Pvt. Ltd
- Frick India Ltd
- Futura Polyesters Limited
- Giri Brothers Private Limited
- Goma Engineering Pvt Ltd
- Gopalan Enterprises International
- Gopi Dehydrates Pvt. Ltd.
- Government of Kerala
- Government of Pondicherry
- GVK Enterprises
- Hassia Redatron Packaging Machinery Pvt. Ltd.
- Health India Laboratories
- Heat and Control South Asia Pvt Ltd
- Hello Mineral Water
- ICICI Bank Ltd
- Imaje India Private Limited
- India Kitchen Equipments
- Infomedia India Ltd
- InterPack
- ITC Limited
- ITW India Limited
- Janatha Machines (Sri Marketing)
- Jet Inks Pvt Ltd
- Kahan Controls
- Kanchan Metals Pvt Ltd
- Key Technologies BV
- Ksons Plastics (Prince Plastics)
- Kyowa Hakko Kogyo Co Ltd(Satyan Interchem Pvt Ltd)
- Lagarde, France (Damian Foods)
- Libra Innovation Pvt Ltd
- Little Bee Impex (Kashmir Apiaries)
- Lloyd Insulations (India) Limited
- M J Corporation
- McCain's Canada
- Milton Roy India (P) Ltd
- Mitipack (India) Pvt Ltd
- Mitora Machinex & Bhimboys
- Indian Institute of Packaging, Mumbai
- Industries & Commerce Dept, GoAP
- MoFPI, Govt of India
- Tamil Nadu State Agricultural Marketing Board
- Technical Consultancy Services Organisation of Karnataka
- Nagpal Brothers
- Nichrome India Ltd
- Nihan Bottles
- Nilkamal Crates & Bins

- Nutrine Confectionery
- Nuwave Technology Private Limited
- Oil & Food Journal
- Paperpack Packaging Industries
- Parry Engineering & Exports Ltd
- Pennwalt Limited
- Potatoking Foods Ltd
- Prince Multiplast Pvt Ltd
- Print N Pack
- Print-Packaging.com (P) Ltd
- Processed Food Industry
- R P M Engineers (India) Ltd
- Ramar International Inc
- Rinac India Limited
- Rite Equipments Pvt Ltd
- Royal Netherlands Embassy
- Saeplast (India) Pvt Ltd
- Sanosil Biotech Pvt Ltd
- SAP India Pvt Ltd
- Saraf Foods Ltd
- SGS India Pvt Ltd
- Shri Chamundi Baking Equipments
- Shrink Packaging Systems Pvt Ltd
- Sintex Industries Ltd
- SKAL India Pvt. Ltd
- Snowman Frozen Foods
- Sowbaghya Enterprises (P) Limited
- Spanker Fiber Plastics
- Spraying Systems (India) Pvt Ltd
- Sri Pumps and Fittings
- Standard Machinery Marketing Co. Pvt. Ltd.
- Target Engineers
- Star Pac India Limited
- System Plaast
- Systemate Numafa BV
- Tamilnadu Welfare Society for SHGs
- Target Engineers Ltd
- Tasty Dairy Specialities Limited
- Technofour Electronics Pvt Ltd
- Tetra Pak India Ltd
- The Amalgamated Press-Beverage & Food World
- The Chemical Engineering Corporation
- MPEDA
- MARKFED
- Aavin
- The Tinsplate Company of India Ltd
- Three Rings Imports & Exports
- Trepko Micron Pvt Ltd
- Urschel India Trading Pvt Ltd
- Vallbhdas Kanji Limited
- Vikaash Packaging
- Vishwakarma Cooling System
- Vivekananda Coffee
- Voltas Limited
- WaterWorld
- Westberry Farms Ltd
- Western Airconditioning & Refrigeration (Pvt) Ltd
- Willett India Pvt. Ltd.



## ANNEXURE 2

### Exhibitors Feedback

Foodpro 2005 – Kumbhamela For Food Biz

*Atago India*

One of the best event to be used as a platform to promote and familiarize with our nation wide spectrum of customers

*Arun Rega Bakery Machines Pvt Ltd*

Good, Healthy Food for business & thought

*Atlas Copco (I) Ltd*

Winter comes again & again, summer comes again & again but Foodpro 2005 never comes again.

*Austrade*

A Good event, well planned, organized and well executed

*E I D Parry*

Foodpro (Fabulous, Origin, Omni Present, Deadly, Professional, Rendezvous, “on top of the world”)

*Fedder International Air Conditioning Pvt Ltd*

Excellent, Enterprisingly Energetically organized Food Show

*Futura Polyester Ltd*

Gradual Progressive Exhibition with focus on conventional and newer trends in food processing

*Gopi Dehydrates*

Wonderful on the whole it was a well organized event

*Janatha Machines*

Foodpro call it Foodgro

*MPEDA*

An effective sourcing platform

*Rinac India Limited*

Getting bigger & better all the time

*Vasantham Consultants Pty Ltd, Australia*

Really worthwhile participating on a regular basis

*Western Australian Trade Office*

## ANNEXURE 3

### VIP QUOTES

**Mr Subodh Kant Sahai, The Union Minister of State for food processing Industries (Independent charge) , Government of India**

*“A well organized Exhibition & Conference which can be “Show Case of India”. Congratulations for their success”*

**Mr Sharad Joshi, Member of Parliament, Government of India**

*“I came with a specific interest and got much more than information on food analysis and quality systems”*

**Mr M L Agarwal, Managing Director, Haldirams**

*“Good Fair. Excellent Hospitality”*

**Mr C Ponnaiyan, Minister for Finance, Government of Tamil Nadu**

*“An effectively organized exhibition, very much utility oriented. Wish all the very best to CII”*

**Mr Neerabh K Prasad, Managing Director, AP Dairy Cooperative Federation, Hyderabad**

*“A very well organized, useful exhibition playing an important role in information gap filling in the food sector”*

**Mr B K Prasad, Managing Director, Aavin, Tamil Nadu**

*“A very well organized exhibition – cum – conference with more than 150 participants showcasing latest technologies in the food processing sector. Congrats to CII for organizing this in Chennai”*

**Mr M V Subbiah, Advisor, Murugappa Group**

*“Congratulations. Excellent job. Opening up a new sector for Indian entrepreneurs. Also happy to see so many new technologies”*