

**Koelnmesse YA Tradefair Pvt. Ltd.**

203, Inizio, Opp. P&G Plaza, Cardinal Gracious Road, Chakala, Andheri (East), Mumbai 400 099

[The torchbearers of Indian Food & Beverage industry congregated at Annapoorna ANUFOOD India / ANUTECH International FoodTec India “Partners Forum” to define the roadmap for India’s largest gathering of Food & Beverage Industry this September]

Koelnmesse India YA Trade Fairs organised a one of its kind “Partners Forum” on 29<sup>th</sup> July 2022 at Hotel Sahara Star for the upcoming 15<sup>th</sup> edition of Annapoorna - ANUFOOD India and 16<sup>th</sup> edition of ANUTECH - International FoodTec India scheduled from 14-16 September 2022 at Bombay Exhibition Centre, Mumbai

Koelnmesse India YA Trade Fairs organised a Partners Forum in appreciation of the persistent support received from the leading Food & Beverage Associations to define a roadmap for the upcoming 15<sup>th</sup> edition of Annapoorna - ANUFOOD India and 16<sup>th</sup> edition of ANUTECH - International FoodTec India, all set to be the largest gathering of food & beverage industry in India for the year 2022.

Milind Dixit, Managing Director, Koelnmesse India YA Trade Fairs set the tone for evening by sharing the trade show’s spectacular progress so far, providing a glimpse of concurrent events that promises to enhance the overall experience of all the stakeholders.

The forum was well attended by the President, Committee Members from leading Industry associations - Federation of Indian Chambers of Commerce & Industry (FICCI), All India Food Processors Association (AIFPA), Association of Food Scientist & Technologist of India (AFSTI - Mumbai), Chamber for Advancement of Small and Medium Businesses (CASMB), Indian Flexible Packaging & Folding Carton Manufacturers Association (IFCA), Hospitality Purchasing Managers Forum (HPMF), Western India Culinary Association (WICA) and Retailers Association of India (RAI) who play a pivotal role in shaping the future of the industry.

The star studded industry thought leaders forum was filled with great conversations and exchange of brilliant ideas to address the current prevailing issues related of the food & beverage industry in India. The forum not only discussed the industry challenges but creative ways to address those issues, agreeing for multi-level collaboration from all the stakeholders. At Anutech, few of these solutions - food wastage, nutritional value of food, policy makers’ involvement - will be presented through a series of seminars, workshops to a broader audience, thus making the conversations more engaging and wider in scope.

Dr. Subodh Jindal, President, AIFPA expressed his thoughts about the importance of ANUFOOD and Anutech to the food industry. Dr. Jindal also shared the theme of AIFPA National Seminar on, “Sustainability of Food Industry – Challenges & Opportunities” scheduled on 15<sup>th</sup> September 2022 at ANUTECH India. He further encouraged Koelnmesse India to organise similar events in other regions of the country.

Dr. Prabodh Halde, President, AIFPA (Mumbai Chapter) emphasized on increasing the participation of the younger generation to such events. According to him, such large gatherings are fertile grounds to attract and nurture young talent. This can be achieved through multiple initiatives such as collaborating with colleges, specially curated networking sessions between industry leaders and youngsters, and many more.

Nitin Nagrale, Founder and General Secretary - HPMF put forward his thoughts on enhancing the brand value of the event by making it interactive. HPMF will be hosting Buyers Delegation from Maharashtra, and International delegation from Nepal, Bhutan. Furthermore, the association will host a session on “Market Penetration Strategy”.

Subhprada Nishtala, President – AFSTI (Mumbai), stressed on greater collaboration of industry and academia, and exhibiting presence from the government and export promotion councils. AFSTI Mumbai Chapter will be organizing a seminar on “The New Food Economy” which will throw light on emerging



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technologies such as AI, emerging regulations that are expected to have a profound effect on the food manufacturing sector. ChinamayeeDeulgaonkar, Managing Director, FoodChain ID India insisted on participation from rural India.

Nilesh Lele, President, CASMB spoke about strengthening government tie-ups, and organising a session with the Quality Council of India to highlight the quality aspects of food products. He believes trade shows are a good platform to spread awareness about the schemes extended by MSME to support the SMEs in doing business globally. He further congratulated ANUTEC for getting approval from MSME ministry supporting SMEs to participate in the event. Umesh Kamble, General Secretary, CASMB stressed on the start-up funding activities – Fund Quest being organised by them.

Chandrasekhar Rajagopalan, President, IFCA happily shared the association's plan to host "IFCA Star Awards" concurrent to the show, thus strengthening the relationship between the two entities. The gala ceremony is scheduled on 15 September 2022. Further, he insisted on involving the industry thought leaders from the FMCG industry as speakers

Chef Sudhir Pai, Treasurer, WICA appreciated the forum and stated the importance of showcasing local as well as global trends in the market. WICA will be conducting a Masterclass on Plant Based Cuisines, European Cuisines, Asian Cuisines. Besides, WICA will be inviting the chefs to explore the wide range of food products and technology being displayed at the event.

Dr. Hitesh Bhatt, Director - Marketing & Communications, RAI is involved in curating an interactive panel discussion aimed at the purchase managers from retail food and beverage industry. Dr. Bhatt stressed upon spreading awareness about the food wastage and food safety.

Balvinder Singh Sawhney, Assistant Secretary General, FICCI briefed on active participation of state pavilions from Orissa, Karnataka, Kerala and Goa. He expressed his gratitude to the forum and apprised the delegates on government initiatives for MSME and women empowerment.

The enthusiasm of the dignitaries, quality of deliberation is a solid testament to the significance of both Annapoorna ANUFOOD India & ANUTEC International FoodTec India in the overall industry landscape.

**Koelnmesse - industry trade fairs for the food technology sector:** Koelnmesse is an International leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable International business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading International trade fairs Anuga and ISM and its global network of satellite events.

Further information is available at:

<https://www.anugafoodtec.com/trade-fair/industry-trade-fairs/>

#### **Upcoming Events:**

ANUTEC International FoodTec India, Mumbai, India 14-16.09.2022

Annapoorna ANUFOOD India, Mumbai, India 14-16.09.2022

PackEx India, Mumbai, India 14-16.09.2022

**Koelnmesse India YA Tradefair** is the Indian subsidiary of Koelnmesse GmbH, Germany which was established in 2008 to cater the needs of the Indian market. The hallmark of a successful trade fair is its ability to bring markets and people together in an efficient and highly professional manner. Events "created by Koelnmesse" are a promise of top quality.

Note for editorial offices:

The ANUTEC - International FoodTec India photos are available in our image database on the Internet at <https://www.anutecindia.com/image-database.html> in the News section.

Press information is available at: <https://www.anutecindia.com/press-releases.html>

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