

May 2024, Mumbai, India

## Industry Visionaries Unite at Koelnmesse's 'Partners Forum' to Define F&B Roadmap in India

Koelnmesse Pvt Ltd, organised a 'Partners Forum', that brought together key industry leaders and stakeholders from the food and beverage industry. The event which was organised on May 24, 2024 at Hotel Sahara Star saw F&B industry pioneers come together and engage to chart the path for the successful organisation of the upcoming Anuga Select India, Anuga FoodTec India and PackEx India 2024.

The premier B2B exhibitions are India's leading F&B retail, processing and packaging expos that have been shaping the growth of the industry for the last 17 years. The events this year are scheduled from August 28 to 30, 2024, at the Bombay Exhibition Centre in Mumbai.

Milind Dixit, Managing Director of Koelnmesse Pvt Ltd, welcomed the esteemed guests and highlighted the significant achievements of the event this year. "The collective expertise and vision of the all the participants that attended this year's Partners Forum were key in developing a comprehensive agenda for the events this year." He also highlighted on the centenarian celebration of Koelnmesse GmbH, the parent organisation of Koelnmesse Pvt Ltd, this year.

"We are celebrating an incredible milestone in 2024 – 100 years of excellence in organizing global trade fairs. For a century, Koelnmesse has been a driving force in connecting industries and fostering innovation worldwide. Since 2008, Koelnmesse Pvt Ltd, the Indian subsidiary, has upheld this legacy by successfully bringing markets and people together through high-quality trade fairs", he further added.

The forum saw the participation of Presidents and Committee Members from prominent industry associations such as the Indian Chamber of Commerce (ICC), All India Food Processors Association (AIFPA), Association of Food Scientist & Technologist of India (AFSTi - Mumbai), Forum of Indian Food Importers (FIFI), Chamber for Advancement of Small and Medium Businesses (CASMB), Food Suppliers & Distributors Association (FSDA), Society of Indian Bakers (SIB), Nuts and Dry Fruits Council of India, Hospitality Purchasing Managers Forum (HPMF), Western India Culinary Association (WICA), Indian Economic Trade Organization (IETO), Indian Federation of Culinary Associations (IFCA), Authentication Solution Provider's Association (ASPA), Innova Market Insights, Retailers Association of India (RAI), All India Consumer Products



Anuga Select India 2024  
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[anuga-india.com](http://anuga-india.com)

Your contact:  
Priya Datar  
Tel.  
+91 62044 816  
e-mail  
[priya.datar@koelnmesse-india.com](mailto:priya.datar@koelnmesse-india.com)

Koelnmesse Pvt. Ltd.

**Mumbai**  
Solitaire Corporate Park,  
611/612, 1st Floor, Bldg No.6,  
Guru Hargovindji Rd, Chakala,  
Andheri (East), Mumbai - 400093

**Delhi**  
207, Rohit House, 3, Tolstoy Marg,  
New Delhi 110001, India.

[info@koelnmesse-india.com](mailto:info@koelnmesse-india.com)  
[www.koelnmesse-india.com](http://www.koelnmesse-india.com)

Distributors Federation (AICPDF), All India Rice Exporters' Association (AIREA), and The Asian Arab Chamber of Commerce. These organizations are instrumental in guiding the future of the industry.

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The event was marked by dynamic discussions, strategic partnerships, and insightful sessions, all aimed at steering the F&B industry towards a prosperous future. The outcomes of these interactions will empower businesses, investors, and policymakers to make informed decisions, foster economic growth, and enhance the sector's competitiveness at the events in August this year.

Ratheesh Nair, Regional Director - Western Region for the Indian Chamber of Commerce, expressed gratitude for the association with Anuga Select India and Anuga FoodTec India. He also mentioned that the ICC plans to involve key government bodies and personnel in the event. Nair emphasized the importance of such collaborations in driving industry growth and innovation.

Dr. Hitesh Bhatt, the Director of Marketing & Communications at RAI (Retailers Association of India), is deeply involved in the retail industry nationwide. He highlighted that retailers from across India will gather at the show, and RAI will also contribute to seminars focused on the retail sector.

Dr. Ritesh Mathur, from AFSTI, emphasizes the importance of adhering to guidelines for exports, particularly within the spices segment, given the recent developments in this area. He also highlighted the need for continuous innovation and quality control to maintain a competitive edge in the global market. Additionally, he stressed the importance of collaboration between industry stakeholders to address challenges and seize opportunities in the export sector.

Chinmayee Deulgaonkar, President of AFSTI, highlights the upcoming technical seminar on August 28, 2024, which will cover topics such as 'Strategies to Mitigate Export Rejections in the F&B Industry.' Additionally, a session focused on women entrepreneurs and regulators is being planned. AFSTI also aims to feature last-year students presenting business ideas in a competition, potentially in collaboration with RAI.

Chef Kashivishwanath, representing Indian Federation of Culinary Associations (IFCA), envisions a dynamic panel discussion featuring renowned chefs from various regions across the country. He announced that Mr Manjeet Gill, Vice President - IFCA will be present at the show and sessions. We're considering exciting concepts like 'Cooking with Mumbai Chefs' or hosting a Biryani Challenge. Collaboration with catering colleges to sponsor equipment for cooking sessions is being explored. Additionally, we're planning 'Jugalbandi sessions' featuring international chefs alongside local chefs.

Dinesh Kalyani, representing FSDA, stressed on the importance of the role of Anuga Select India and Anuga FoodTec India for the Indian food and beverage industry. He

further added that FSDA will ensure that all the major food distributor members of its association will be at the event and make the best use of the opportunity.

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Yash Gawadi, representing NSDA shared that a platform like Partners Forum is absolutely important for the entire industry stakeholders to come together and lay the foundation of a successful Anuga Select India and Anuga FoodTec India. He also mentioned that NSDA are looking at working closely with Koelnmesse Pvt Ltd and organising several key activities during the event for its members.

The forum concluded with a strong commitment to driving innovation, forming strategic alliances, and promoting sustainable growth across the industry. The enthusiasm and quality of discussions highlighted the important role of Anuga Select India and Anuga FoodTec India in the industry.

Sameer Mithia, Group Director, Koelnmesse Pvt Ltd, concluded the eventing by saying, “We invite everyone to join us at these events from August 28-30, 2024, at the Bombay Exhibition Centre in Mumbai. The leaders of the Indian Food & Beverage industry will gather to shape a prosperous future and together, let's embark on this transformative journey towards unparalleled growth and success.”

See you at Anuga Select India, 28-30 August 2024 at Bombay Exhibition Centre, Mumbai, India.

About Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in the implementation of trade fairs for food and services and products related to food and beverage processing. Fairs like Anuga, ISM - International Sweets and Biscuits Fair and Anuga FoodTec are recognised worldwide as absolute leaders in their sectors. Koelnmesse also organises top-notch fairs in the food and beverage sector in other emerging markets around the world, such as Brazil, China, India, Italy, Japan, Thailand, the United States and the United Arab Emirates. With these global activities, Koelnmesse provides customers with a complete portfolio of professional events across different markets, ensuring a sustainable and international business network.

Further information: <https://anuga-india.com/>

**The next events:**

Alimentec - Bogota 18.- 21.06.2024

ISM - Middle East - Dubai 24.-26.09.2024

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**Your contact:**

Priya Datar

Marketing Manager