

Press Release

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Trade fairs for food sector process technology and packaging technology to be held in New Delhi from 2008



## International FoodTec India to focus on increasing the number of exhibitors and visitors

International FoodTec India  
October 15th – 17th, 2008

Swiss Pavilion in New Delhi to showcase Switzerland's accomplishments

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

After China, India is the world's second-largest food producer. The country's market is booming, and the growth forecasts and prospects for the food technology industry are therefore very promising. It is estimated that the demand for process technology and packaging facilities will increase by an average annual rate of at least ten percent in the coming years. As a result, demand for investments is expected to total around €18 billion through 2015. At the fifth International FoodTec India, Koelnmesse will provide ideal opportunities for entering the rapidly developing Indian market to companies offering services and technologies for the food processing industry.

Ihr Kontakt bei Rückfragen:  
Volker De Cloedt  
Telefon  
+ 49 221 821-2960  
Telefax  
+ 49 221 821-3285  
E- Mail  
v.decloedt @  
koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
Postfach 21 07 60  
50532 Köln  
Deutschland  
Telefon +49 221 821-0  
Telefax +49 221 821-2574  
[info@koelnmesse.de](mailto:info@koelnmesse.de)  
[www.koelnmesse.de](http://www.koelnmesse.de)

Geschäftsführung:  
Herbert Marner  
Wolfgang Kranz  
Oliver P. Kuhrt  
Dr. Gerd Weber

Vorsitzender des Aufsichtsrates:  
Oberbürgermeister  
Fritz Schramma

Sitz der Gesellschaft und  
Gerichtsstand: Köln  
Amtsgericht Köln, HRB 952

Following the successful events in Hyderabad in 2004 and Mumbai in 2006, the trade fair's Advisory Committee decided to hold International FoodTec India 2008 in New Delhi with the aim of attracting new groups of visitors. This will be the fair's debut in New Delhi. From 15th to 17th October 2008, the new venue of International FoodTec India will be Hall 11 of the Pragati Maidan exhibition centre in New Delhi. Since its market launch in 2002, this event has posted steadily increasing exhibitor and visitor figures. It has already established itself as India's No. 1 trade fair for food technology. International FoodTec India 2006 was attended by 213 suppliers from 21 countries, including 85 companies from abroad. In addition, the fair attracted 7,189 trade visitors from 46 countries.

In 2006, the event was also attended by numerous suppliers of food and packaging technology from Switzerland, who successfully exhibited their

offerings at the Swiss Pavilion. In 2008, the fair will therefore again feature a joint Swiss presentation, which will be organised by Koelnmesse GmbH in close cooperation with the Osec Business Network Switzerland and the Swiss Business Hub in Mumbai.

The Swiss Pavilion will enable the participating companies to not only present their products and services in the fast-growing Indian market in an attractive manner, but will also do so at a very competitive price. With its central location, the eye-catching pavilion will give Swiss companies a broad range of opportunities to benefit from the outstanding infrastructure of the openly designed joint stand, which will also have a hospitality and networking area. Regardless of whether they prefer a "Swiss Booth" (in sizes that companies can freely specify), a "Mini Booth" (six square metres), or a "Mini Package" (glass showcase/wall area) — exhibitors at the Swiss Pavilion will benefit from the unmistakable "Swissness" of their venue, which invariably attracts the attention of visitors.

International FoodTec India is a spin-off of Anuga FoodTec, the international trade fair for food and drink technology in Cologne. Held every three years, Anuga FoodTec covers the complete spectrum of production requirements for the entire food industry in terms of both technology and investment. In conjunction with the two parallel events, this cross-sector, cross-process approach is also the concept behind International FoodTec India — with special consideration for the requirements of the Indian food industry.

The spectrum of technology and know-how showcased at International FoodTec India is correspondingly broad and covers not only the focal areas of process and packaging technology, but also packaging materials, automation, quality management, environmental and biotechnologies, control and regulation systems, analysis and hygiene, transportation and storage facilities, research and development, ingredients, as well as beverage, refrigeration and cooling technologies. Additional synergies will result from the parallel trade fairs Dairy Universe India and Sweet & Snack Factory India.

More information can be obtained from:

Koelnmesse Schweiz  
Tödistrasse 60

8002 Zürich, Switzerland  
Linda Oswald (Head of CH Office)  
Phone +41 44 283 61 11  
Fax +41 44 283 61 21  
[info@koelnmesse.ch](mailto:info@koelnmesse.ch)  
[www.koelnmesse.ch](http://www.koelnmesse.ch)

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