

PRESS RELEASE

ITPO OFFERS AAHAR2021 WITH CONSIDERABLE DISCOUNT ON PARTICIPATION TO SUPPORT THE INDUSTRY

B2B EVENT WITH HEALTH SAFETY MEASURES AT NEW IECC HALLS, PRAGATI MAIDAN

A five day - flagship event of the India Trade Promotion Organization (ITPO), AAHAR2021 - the International Food & Hospitality Fair (April 6-10,2021) is being hosted with discounted rate of 45 per cent on participation charges to support the Indian industry. The 36th edition of the fair features emergence of India in F&B as well as hospitality services including food processing, culinary tech, retail and news innovations at Pragati Maidan, New Delhi. All exhibitors as well as business visitors are required to strictly adhere to the COVID-19 related guidelines / SOPs issued by the relevant government authorities.

The fair assumes tremendous significance especially when there is a focus of the Union Government to promote agri-community as well as MICE sector which complements the hospitality segment.

This year too, AAHAR offers an ideal opportunity for brand expansion and business networking especially when the industry has been facing tremendous challenges due to Covid-19 pandemic.

Significantly, AAHAR2021 is being organized in the halls of iconic International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, the display profile is segregated into four categories namely, 'Food Products, Ingredients & Additives', 'F&B Equipment', 'House Keeping & Engineering Equipment' and 'Confectionary'.

A large number of trade visitors are expected to visit Aahar 2021. These include top echelons of the Hotel and Hospitality industry including CEOs, General Managers, Executive Chefs, Executive House Keepers, Purchase Managers, F&B Managers etc. Besides, senior representatives from catering industry and academic institutions, hotel management professionals will also visit the fair.

The fair features a wide range of food products, machinery, F&B equipment, hospitality and Décor Solutions and Confectionary items. This is one of the most awaited B2B events which is supported by the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry

associations, Apex supports trade bodies include : Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association(AIFPA), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI), Federation of Indian Food & Hospitality Industry(FIFHI) and Indore Confectionary Manufacturers Association (ICMA) etc.

AAHAR (April 06-10, 2021) will be opened for the business visitors from 10.00 am to 6.00 pm daily.

For details: www.indiatradefair.com
