

## Press Note

### **AAHAR – Intl. Food & Hospitality Fair Commences at Pragati Maidan**



(CMD Inaugurates Aahar 2014 at Pragati Maidan)

- With over 768 participants it is the largest specialized food and hospitality trade fair in South- Asia
- Overseas Exhibitors from 18 countries
- Added attractions: ‘Culinary Art India 2014 Competition’, ‘Indian Biscuits & Confectionery Congress2014’, Seminars on ‘Environment Concerns of Hospitality Industry’ and ‘Food Regulations in India’.

A five - day specialized B2B event, the 29<sup>th</sup> edition of Aahar-International Food and Hospitality Fair ( March10-14,2014) was inaugurated by Mrs. Rita Menon, Chairperson and Managing Director, India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi,today.

Aahar, a UFI approved event is the largest food and hospitality specialized event in South Asia. This year, around 768 leading companies are taking part from India and abroad. Overseas participation is from Austria, Canada, China, Denmark, France, Germany, Indonesia, Italy, Malaysia, Poland, Spain, Sweden, Turkey and UAE.

This year, ITPO has introduced a new segment for organic foods and cheese along with its regular segments that is ‘**Food India**’ and ‘**Hospitality India**’ in the fair.

Covering over 44,000 sq. mtrs. gross exhibition area, the fair is being organized in Halls 6 to 12, 12A, 14, 15 and 18.

The display profile covers : **Food, food ingredients & additives** :fruits and vegetables, dairy products, bakery & confectionary products, organic and health products, meat and poultry products, processed foods, wine and beverages, fine food, food preservatives, chocolates, alcoholic beverages and cheese. **Machinery& Equipment** : includes equipment for bakery and confectionery, kitchen, kitchen and food service, kitchenware, kitchen equipment-crockery/cutlery/chaffing dishes, food and beverages, food processing, packaging and machinery for poultry, farm equipment and supplies, **House-keeping**: building, construction, air conditioning, laundry & interior and house keeping, air & water – pollution control equipment & accessories, festival products, furniture and interior decoration, gardening & lighting, gifts and presentation, guest room products, health clubs/sports/fitness equipments, fabrics, textile, made ups and culinary show.

The fair is being hosted by ITPO in collaboration with the Ministry of Food Processing Industries, Government of India and with the active support of the apex trade bodies which include. Agricultural & Processed Food Products Export Development Authority( APEDA), 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) and Forum of Indian Food Importers( FIFI). Aahar is one of the first examples of government organizations and private sector together in supporting the Industry and creating meaningful platform for them to meet at one place.

Aahar 2014 will be supplemented with concurrent events such as ‘**Culinary Art India2014 Competition**’, ‘**Indian Biscuits & Confectionery Congress2014**’, seminars on ‘**Environment Concerns of Hospitality Industry**’ and ‘**Food Regulations in India**’.

The fair will open from 10.00am to 6.00 pm for the business visitors while on March14, all the visitors can visit the fair from 2.00pm to 6.00pm. Business visitors may register online ([www.aaharinternationalfair.com](http://www.aaharinternationalfair.com)).

Around 30,000 business visitors are expected from India and abroad. In fact, Aahar is a must visit trade fair for the business professionals in the food and hospitality sectors.

The **entry of the visitors** will be through registration at Gate 2 (Bhairon Road), Gate 7&8 (Mathura Road) and Gate 10 at Metro Station of Pragati Maidan.