

# AAHAR 2022



36<sup>th</sup>

# AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

Organiser



**EXPERIENCE**  
the Complete Food and Hospitality Show  
with 35 years of excellence

**26 - 30 April** | **2022**  
Pragati Maidan, New Delhi



Food Products  
Beverages

Hospitality  
and  
Décor Solutions



Wine &  
Sp



Allied  
Sectors



F&B  
Equipment  
Preparation  
Processing  
Packaging  
Technology



**Department of Industries & Commerce  
Government of Kerala**

# AAHAR 2022 Exhibition

**Pragati Maidan, New Delhi – April 26 to 30, 2022**

India is a major economy, showing consistent and substantial growth. In fact, India has the fastest growing economy in the world. The growing domestic / foreign business tourists have resulted in a huge demand for star hotel properties, which need high grade services and facilities for their guests. AAHAR is the largest and most well-known event for sourcing F & B equipment and hospitality supplies and services in the sub-continent.

The Indian hospitality industry is considered a major attraction for FDI. It is clocking a CAGR of 14%. Foreign investors are keen to make use of this opportunity to satisfy the market's needs. It has been estimated that more than US \$ 6 billion in FDI came into the country during the last few years in the hospitality sector.

## **AAHAR 2022 Exhibition**

AAHAR is one of Asia's best-known brands in Food & Hospitality Shows. The Show has grown by leaps and bounds in recent years and is today's destination for global vendors and sourcing professionals.

The 36<sup>th</sup> edition of 'AAHAR 2022', International Fair on Food Products & Beverages, F & B Equipment, Hospitality & Décor Solutions and Allied Sectors was organized by the India Trade Promotion Organisation (ITPO) from April 26 to 30, 2022 at Pragati Maidan, New Delhi.

The Exhibition was held with the support of the Ministry of Food Processing Industries (MoFPI), Government of India and the Agricultural & Processed Food Products Exports Development Authority (APEDA). The associates of the event are – All India Food Processors Association (AIFPA), Association of Resource Companies for the Hospitality Industry of India (ARCHII), Federation of All India Caterers (FAIC), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI), Federation of Indian Food & Hospitality Industry (FIFHI), Food Industries Welfare Association (FIWA), Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI), Indore Confectionery Manufacturers Association (ICMA) and KREMAG.

The event was one of the ideal platforms for product launches, promotions, test marketing, launches of schemes etc. because of the huge visitorship. This year, the exhibitors were supported by the introduction of an International Buyer Program.

AAHAR 2022 had three major categories of sectors – Food Sector, F&B Equipment Sector (Preparation/Processing/Packaging) and Hospitality & Décor Sector. The Food Sector comprised of Fresh produce & Dairy Products Confectionery, Organic & Health products, Food additives and Preservatives, Chocolate Desserts, Bakery Products & Ingredients, Frozen /

Canned & Processed food, Packaging supplies etc. In the F&B Equipment Sector, Bakery & Confectionery equipment, Food Preparation & Processing Equipments and Supplies, Machinery manufactures, Technology providers, refrigeration / chillers / freezers, Kitchen Support Equipment, Stewarding etc., were showcased. The Hospitality & Décor Sector comprised of Housekeeping Products & Supplies, Laundry & Cleaning Equipment, Guest amenities, Corporate Gifts & Décor Solutions, In-Room Technology & Entertainment, Furniture & Interiors, Hospitality Support IT Solutions.

AAHAR Exhibitions have been playing a significant role not only in bringing together potential business partners from India and abroad but also providing a platform for implementing Government Schemes for infrastructural development like establishing food parks, packaging and value-added centres, integrated cold-chain facilities etc. It also offers a reliable and time-tested forum for B2B transactions, exploration of joint ventures, technological upgradation and sourcing opportunities.

### **Display Profile**

**Food Sector** – Fresh produce & Dairy Products Confectionery, Chocolate, Desserts, Bakery Products & Ingredients, Organic & Health Products, Frozen, Canned & Processed food, Meat, Poultry, Sea Foods, Cheese and Fine Specialty Food, Snacks, Convenience Food, Food Additives and Preservatives, Coffee, Tea, Syrups, Juices, Energy Drinks, Alcoholic Beverages, Non-Alcoholic Beverages, Ingredients & Packaging Supplies etc.

**F&B Equipment Sector (Preparation / Processing / Packaging)** – Bakery & Confectionery Equipment, Food preparation Equipment & Supplies, Food Processing & Packaging Equipment, Refrigeration / Chillers / Freezers, Stewarding, Tableware & Glassware Products, Bar Equipment & Supplies, Storage Units, Kitchen Support Equipment etc.

**Hospitality & Decor Sector** – Housekeeping Products & Supplies, Laundry & Cleaning Equipment, Guest Amenities, Linen, Furnishings, Fabrics & Apparels, Corporate Gifts, Decor Solutions, Bathroom Fittings & Fixtures, Lighting Solutions, Cooling Solutions, Fitness & Spa Equipment, Security & Safety Solutions, In-Room Technology & Entertainment, Hospitality Support IT Solutions, Furniture & Interiors, Carts, Trolleys, Mobility Solutions, Publications & Magazines etc.

The **AAHAR 2022** was inaugurated by Shri. Piyush Goyal, Hon'ble Minister for Commerce & Industry, Government of India on April 26, 2022.

### **Participation of Government of Kerala**

AAHAR 2022 was an exclusive opportunity for promoting the products and technologies of MSMEs/Cluster Consortia and Government Agencies in the Food Processing and Allied Sectors of Kerala. Accordingly, 96 sq. mtrs. of bare space was reserved for setting up the Kerala State Pavilion for the Exhibition in Hall No. 3 and the bare space was converted to a full-fledged Kerala State Pavilion (Stall No. 3-02) with the participation of MSMEs from Kerala.

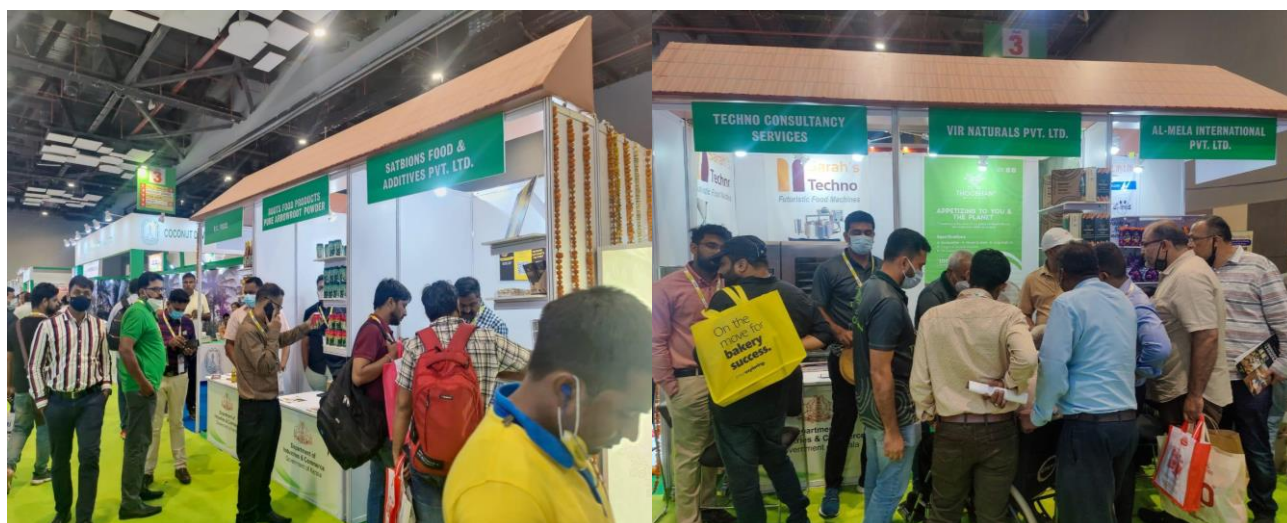
The Kerala Bureau of Industrial Promotion (KBIP) was the Coordinating Agency on behalf of the Department of Industries & Commerce, Government of Kerala for facilitating the participation of MSMEs in the Food Processing & Allied Sectors of Kerala and the setting up of the Kerala State Pavilion in the AAHAR 2022 Exhibition. An exclusive State Pavilion was set up in AAHAR 2022 by the Kerala Bureau of Industrial Promotion (KBIP) and the space was provided, free of cost, for MSMEs from the State.



The following MSMEs in the Food Processing & Allied Sectors from Kerala participated and displayed their products and technologies in the Kerala State Pavilion at the AAHAR 2022 Exhibition.

1. AL-MELA INTERNATIONAL PVT. LTD.
2. ARTOCARPUS FOODS PVT. LTD.
3. CENTURY POLYTECH
4. CRUST N CRUMB FOOD INGREDIENTS PVT. LTD.
5. EASY AND FRESH
6. GRAMASHREE FOOD PRODUCTS
7. KALADY RICE MILLERS CONSORTIUM PVT. LTD.

8. KERALA AGROPARK
9. KOTT VENTURES PVT. LTD.
10. KOZHIKODEN'S BAKERS & EXPORTERS
11. LIFETREE AGRO FOODS PVT. LTD.
12. PRIYA INSTANT FOODS
13. R. G. FOODS
14. ROOTS FOOD PRODUCTS
15. SATBIONS FOOD & ADDITIVES PVT. LTD.
16. TECHNO CONSULTANCY SERVICES
17. VIR NATURALS P LTD



The AAHAR 2022 Exhibition provided a platform for Kerala to showcase its strengths in the Food Processing Sector, as well as for MSMEs in the Food Processing and Allied Sectors of the State to exhibit their products and technologies. The Fair on the Food and Food Processing Industry provided an opportunity for exhibitors to remain updated on the latest food industry innovations and technologies.

According to the organizers, India Trade Promotion Organisation (ITPO), the 36<sup>th</sup> edition of AAHAR was bigger and better both in terms of the exhibitors and visitors. The organizers attributed it to the ever-increasing demand from the country's food and hospitality sectors, as well as foreign suppliers and distributors participating and exhibiting their products and services in the Fair year after year.

Over 1000 exhibitors took part in AAHAR 2022, covering an area of approx. 70,000 sq. mtrs. spread over 14 halls on two floors. AAHAR also had significant foreign participation apart from the participation of Indian companies. The foreign companies that participated in the Fair were from countries like Australia, the United Kingdom, the United States of America, South Africa,

Peru, Canada, Italy, Spain, Indonesia, the United Arab Emirates, France and Taiwan.

The Hon'ble Minister for Law, Industries & Coir, Government of Kerala, Shri. P. Rajeev, visited the Kerala State Pavilion at the AAHAR 2022 on April 29, 2022 and met the entrepreneurs/exhibitors. The Hon'ble Minister addressed the media during his visit at AAHAR and stated that it is a great pleasure to see the State Pavilion set up by the Department of Industries and Commerce, Government of Kerala as well as the MSME participation from Kerala. He further stated that the Government will continue to provide more such opportunities for MSMEs to get business by acquiring new orders from buyers across the globe.



The Exhibition offered the participants an opportunity to increase business interactions and transactions among a large number of buyers / traders, machinery manufacturers, technology providers, kitchen equipment & machinery makers and food & food processing companies from India and abroad. Asia's best-known brands participated in the Exhibition, which was attended by a large number of individual businessmen, who evinced a keen interest in sourcing different items of food, processed foods, beverages, hotel equipment and supplies.

The International Fair on the Food and Food Processing Industry provided a platform for the exhibitors to keep up-to-date with the latest innovations and technologies in the food industry. ITPO harnessed technology in a big way in order to make the business visitor experience seamless at AAHAR 2022 Fair. After the visitors register themselves on the app, a QR code or specific number will be generated. This will be used for immediate printing of visitor badges. The app can be translated into all major Indian and world languages as well.

Events like AAHAR, where buyers visit from various parts of the world, are great platforms to give visibility to the Indian Food Industry. This event will continue to act as a catalyst in promoting growth and raising the performance bar for the vital sectors of the economy. It will also provide a forum to showcase new products, technologies and processes adopted by the food and hospitality sectors. AAHAR 2022 provided an excellent opportunity for participants to come together and discuss various problems and evolve strategies for the growth of the food sector in the domestic and global markets.