

## **Annapoorna World of Food India 2014: *India's leading B2B trade fair for food & beverage trade***

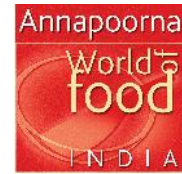
The Indian food and beverage market continues to grow, and the same can be said of the Annapoorna World of Food India trade fair, which will be held from 24<sup>th</sup> to 26<sup>th</sup> September 2014 in Mumbai. More than 180 Companies from across the globe, including pavilions from Argentina, Afghanistan, Europe, Greece, Korea, USA will be displaying their food and beverage products.

As a central business platform, the trade fair will promote contacts between future business partners and serve as a forum where participants can share information and know-how across food and beverage sectors. The annual trade fair Annapoorna World of Food India is organized jointly by Koelnmesse YA Tradefair Pvt Ltd., the Indian subsidiary of Koelnmesse GmbH, Germany, the organizers of ANUGA – the global platform for food & drink industry and the Federation of Indian Chambers of Commerce and Industry (FICCI).

In addition to country pavilions, few of the other major attraction in the current edition of the trade fair are:

- the European Theme Pavilion being organized to promote European Dining, where European specialised foods and drinks will be demonstrated
- European Group Participation where in food and beverage manufacturers from across Europe will be displaying their products looking for trade partners
- Live cooking sessions by reputed chefs from Zee Khana Khazana
- Tasting sessions of different wines from Europe & Asia

The product spectrum at the fair ranges from basic foodstuffs, processed food and beverages, convenience products, meat and fish to frozen food



Annapoorna World of Food India  
Sep. 24 – 26, 2014  
Bombay Exhibition Centre  
Mumbai

Contact:  
Mukhtar Pathan  
Tel.  
+91 40 6570 7722  
Fax.  
+91 40 6668 4433  
E-mail  
m.pathan@  
koelnmesse-india.com

Koelnmesse YA Tradefair Pvt. Ltd.

Mumbai  
# 1102, 11th Floor,  
DLH Park, Opp. MTNL Office,  
S.V. Road, Goregaon (W),  
Mumbai - 400062, India  
Tel : +91-22-28715205  
Fax: +91-22-28715222

Hyderabad  
1st Floor, 6-3-885/7/B  
(Behind India Today Office)  
Raj Bhavan Road  
Somajiguda Circle  
Hyderabad - 500 082  
Andhra Pradesh, INDIA  
Tel: +91-40-65594411/65707722  
Fax: +91-40-66684433

info@koelnmesse-india.com  
www.koelnmesse-india.com

## Press Release



products, alcoholic and non-alcoholic drinks, dairy products, bakery goods, fruit and vegetables, and lots more

Parallel to Annapoorna World of Food India 2014 will be - **International FoodService India**, International Trade Exhibition on Catering and Retail Technology. Both these trade fairs complement each other and provides complete opportunity for the food, drinks and food service industry with the latest offering from across the globe.

On the one hand, this trade fair is interesting for purchasers from all sales channels, such as the wholesale and retail trade, importers and trading companies to directly interact with the manufacturers who are looking for trade partners and on the other hand, the fair also addresses the requirements for the catering companies, hotels, resorts, restaurants and QSR's.

Annapoorna – World of Food India will take place in Hall 5 of the Bombay Exhibition Center, Goregaon East, Mumbai, India and is open for trade visitors only.

For more information please visit:

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

Or Contact:

Mukhtar Pathan

Project Manager

Koelnmesse YA Tradefair Pvt Ltd

T: +91 40 6570 7722

F: +91 40 6668 4433

E: [m.pathan@koelnmesse-india.com](mailto:m.pathan@koelnmesse-india.com)