

A brief report on participation of Tea Board India at Biofach-2017 at Nuremberg, Germany during Feb 15-18, 2017

Country profile

Having a geographical area of 357022 sq. km, it borders Germany is in Western and Central Europe, with Denmark bordering to the north, Poland and the Czech Republic to the east, Austria to the southeast, Switzerland to the south-southwest, France, Luxembourg and Belgium lie to the west, and the Netherlands to the northwest. It is the seventh largest country by area in Europe and the 62nd largest in the world

As Europe's largest economy and second most populous nation (after Russia), Germany is a key member of the continent's economic, political, and defense organizations. European power struggles immersed Germany in two devastating World Wars in the first half of the 20th century and left the country occupied by the victorious Allied powers of the US, UK, France, and the Soviet Union in 1945. With the advent of the Cold War, two German states were formed in 1949: the western Federal Republic of Germany (FRG) and the eastern German Democratic Republic (GDR). The democratic FRG embedded itself in key Western economic and security organizations, the EC, which became the EU, and NATO, while the communist GDR was on the front line of the Soviet-led Warsaw Pact. The decline of the USSR and the end of the Cold War allowed for German unification in 1990. Since then, Germany has expended considerable funds to bring Eastern productivity and wages up to Western standards. In January 1999, Germany and 10 other EU countries introduced a common European exchange currency, the "Euro".

Participation in the Bio-fach 2017

A well-organized trade exhibition readily gives an instant platform for effective means of promotion and a two-way communication between the buyers & the sellers. With the Biofach in Nuremberg, Germany having established a major confluence for the organic buyers from all over the Europe, participation in the same for 2017 proved to be strategic and significant in propelling organic movement further.

Biofach is a premier trade fair for Organic food where producers, distributors and buyers of food, beverages & drinks industry meet to share information and do business with many influential professionals from these sectors to build the foundations of an international network of partnerships. This year around 1000 exhibitors from 100 different countries participated and close to half-a-million visitors reportedly visited the fair.

In 2015, Germany households spent around 11 % more on organic food than 2014, with sales amounting to over EUR 8 billion according to the German Federation of the Organic Food Industry (Bund Ökologische Lebensmittelwirtschaft). It is not just in Germany that organic products have become popular, but also in the EU Region as a whole. Market Research Company - Organic Monitor estimated the value of the global market for organic products at EUR 60 billion in 2014.

With the approval of GOI, Tea Board of India had participated in this renowned fair to sustain the visibility and promotion of Indian organic tea in the organic space substantively.

The representatives of M/s Miracle Tea & Spices Co, M/s Variety Food Products Distribution Co Pvt. Ltd., M/s Jivraj Tea Retail (Gujarat) Pvt. Ltd., M/s Tea Promoters India and M/s Ambootia Tea Exports Pvt. Ltd. participated in the exhibition from Tea Board stand. Tea Board India was represented by the Chairman-cum-Dy. Chairman – Shri Santosh Kumar Sarangi and Dy. Director, Tea Promotion of Tea Board - Shri Joydip Biswas.

Tea Board India acquired space of 50 sq.m and each of the five participating companies was allocated 8 sq.m of booth, which was constructed based on customized design along with the appropriate furniture & accessories and proper illumination being put in place.

Tea Board India's composite stall consisting of 5 booths stood at the location coordinates of 4-731 at Hall no. 4 wore resplendent look with bright publicity posters from the stables of Tea Board India and the participating companies adorning its walls. The Tea Board's publicity posters depicted diverse aspects of single-origin varieties like Darjeeling, Assam, Nilgiri, Kangra, Dooars-Terai, Sikkimese in an attractive pictorial presentation with eye-catching tag lines and scroll-ups. A spectrum of posters as well as company scroll-ups showing divergent facets of Indian tea – its sprawling & verdant tea estates, logos and buoyant product ranges & grades were on display throughout the stand.

Samples of quality origin teas like Darjeeling, Assam, Nilgiri, Dooars and Sikkim tea (all organic) having different grades of orthodox types were exhibited with focused zeal across the counters. This attracted sizeable number of visitors during all the four days, who were ecstatic about pure Indian organic tea. The continuous sampling of Indian-origin teas of the Darjeeling, Assam and Sikkim tea across TBOI's stall attracted large number of visitors, who made beeline for having a taste of the exquisite varieties, especially those from Darjeeling and Sikkim (Temi Tea Garden).

The companies exhibited their brands in various packet sizes having the organic varieties.

The salient characteristics of this show were generation of a number of business leads and exploration of business opportunities by the five exporters as a consequence of intense deliberations in distinct groups.

Chairman-cum-Dy. Chairman addressed the Indian exporters on February 17, 2017 at the TBOI stand stating the various initiatives Tea Board of India had undertaken to ensure quality and safety of Indian tea for consumption and urging them to diversify into US organic market, which is expanding. Further, he asked them to look for opportunities into the highly niche but premium Scandinavian market comprising Sweden, Denmark and Finland. A proposal of holding a centralized BSM in Sweden has been mooted as a corollary to discussions sometime in November this year.

Some selected photograph pertaining to our participation in the organic trade fair are appended.



Chairman, Tea Board India with the Indian tea exporters at TBI stand at Bio-fach 2017



Chairman, Tea Board India interacting with some Indian tea exporters at TBI stand at Bio-fach 2017.