

JKTPO's Participation at AAHAR 2022 26 - 30 April 2022

Post Event Report



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❖ About AAHAR 2022

AAHAR 2022 - The International Food & Hospitality Fair, a flagship B2B event organized by India Trade Promotion Organisation (ITPO) in association with Agricultural and Processed Food Products Export Development Authority (APEDA).

The 36th edition of the event have been organised from April 26-30, 2022 at the iconic venue of Pragati Maidan (New Delhi). AAHAR is one of Asia's best-known brands in Food & Hospitality shows. The show has grown by leaps & bounds in recent years and is today the well-known destination for global vendors and sourcing professionals.

Exporters form different segments of agricultural products which include geographical indication products, processed food, organic, frozen food products have participated in the fair. Dedicated stalls for exporters from North East Region and Himalayan states like Jammu & Kashmir, Ladakh, Uttarakhand and Himachal Pradesh, women entrepreneurs, Farmer Producers Organizations, Start Ups and exporters of millets.

❖ About International Exhibition-cum-Convention Centre (IECC)

A famed 'Cradle of South-Asian Modern Fair Culture', Pragati Maidan is poised for a complete revamp to fulfill the aspirations of the global exhibition fraternity. It promises to attract global participants and business delegates from across the world with its sheer magnificence, business conduciveness, architectural excellence, and being a majestic landmark destination to be experienced in its entire splendor.

IECC is a landmark and iconic spot in Delhi and a symbol of 'New India' in sync with India aspiring to be a global power. Fulfilling aspirations of expanding the business fraternity, IECC will mainly cater to G2G, G2B and B2B activities. With the latest architectural design along with basement parking for 4,800 vehicles and comprehensive traffic decongestion interventions, it will add to the grandeur, stature and profile of the capital city of Delhi.

Major Highlights of IECC, The project proposal includes

- The development of 3,82,248 sqm of total built up area including State-of-the-art Convention Centre of an area of 53,399 sq.mtrs.
- Six modern Exhibition Halls spread across area of 1,51,687 sq. mtrs
- Basement parking for 4800 cars spread across 1,68,305 sq. mtrs. area
- Administrative building in an area of 8,857 sq.mtrs. An area 3.70 acres on Bhairon Marg with independent entry and exist points is also being monetized

for a hotel as a part of the complex in line with the fact that hospitality, worldwide is an integral part of any modern MICE destination

Convention Centre

- It's a 34m tall landmark building on par with the best in the world. This structure will be on an elevated podium with a unique sloping facade incorporating the rich architectural heritage of Delhi.
- It has seating facility for 7000 pax in a single format (a Plenary Hall of 3000 pax capacity and a multi-Function hall of 4000 pax), five times that of Vigyan Bhawan, along with 25 meeting rooms of different capacities and comprising G20 and Premium rooms.
- It also has an amphitheatre of 3,000 seating capacity.

❖ JKTPO's Objectives

The objective of JKTPO to participate in AAHAR 2020 was to facilitate J&K's Company's for the following opportunities:

- Develop new business contacts
- Business development by showcasing products & services during exhibition
- One to one/ Group meetings with the decision makers
- Showcase latest development of products and services
- Understand the future requirements
- Effective discussions to forge business relationship
- Wide Market outreach
- Networking
- Business Development & Bulk Buying
- National & International Exposure
- Buyer-Seller Meets
- B2B Meets
- Business Relationships
- Vendor Developments
- Backward & Forward Linkages

❖ JKTPO participation at AAHAR 2022

In cognizance to above mandate, JKTPO took the initiative for sponsoring the registered exporters from Jammu & Kashmir and agreed to bear the stall charges/participation fee etc for the said event and contacted various registered exporters of J&K for their participation in the said event, out of which following twelve firms took place in the event.

- Kashmir Walnut Overseas Pvt Ltd
- Agrotech Enterprises
- Kanwal Foods and Spices Pvt Ltd

- Rama Milk Food
- Himalayan Bio organic Foods Private limited
- Sarveshwar Foods Limited
- SuCh Food Processor
- Pampore Saffron Farmers Producer Company Limited
- Valley Exotics Pvt. Ltd.
- Hari Niwas Hotels and Resorts Private Limited
- *BST Organics*
- *Sool Village Organisation*

❖ Outcome

Appended are the details of the enquiries received by each exhibitors during AAHAR 2022 exhibition

SN	Registration No	Name of the firm	Enquiries
1	JKTPOSEL000219	Hari Niwas Hotels and Resorts Pvt. Ltd.	35
2	JKTPOSEL000218	Kashmir Walnut Overseas Pvt. Ltd.	55
3	JKTPOSEL000198	Agrotech Enterprises	60
4	JKTPOSEL000164	Sool Village Organisation	NA
5	JKTPOSEL000122	Kanwal Foods and Spices Pvt. Ltd.	90
6	JKTPOSEL000119	BST Organics	NA
7	JKTPOSEL000118	Rama Milk Food	25
8	JKTPOSEL000042	Himalayan Bio Organic Foods Pvt. Ltd.	75
9	JKTPOSEL000223	Sarveshwar Foods Ltd.	35
10	JKTPOSEL000026	SuCh Food Processor	45
11	JKTPOSEL000220	Pampore Saffron Farmers Producer Company Ltd.	90
12	NA	Valley Exotics Pvt. Ltd.	50

The J&K stalls were visited by various dignitaries, who interacted with all the exhibitors from J&K and appreciated & encouraged them for their work.

The exhibitors had detailed interactions with various leading buyers of the country and abroad which opened their vision and they understood the norms and ways to raise investment for their companies/products for attainment of the big orders

The exhibitors had received very good response & expected to do good business by following up the enquiries generated during the exhibition.

The only glitch of this event was that there was mismanagement by the vendor on the first day of the exhibition regarding cleanliness & hygiene which restricted visitors to walkthrough the stalls, which further addressed by the management.

❖ Glimpses









JKTPO participates in AAHAR 2022 at New Delhi

Excelsior Correspondent

JAMMU, May 1: Jammu and Kashmir Trade Promotion Organization (JKTPO) participated in AAHAR 2022- International Food and Hospitality fair, a flagship B2B event organized by India Trade Promotion Organisation (ITPO) in conjunction with Agricultural and Processed Food Products Export Development Authority (APEDA).

Pertinently, JKTPO sponsored and facilitated agro and food processing based registered entrepreneurs to showcase their product and services in the exhibition. Major exhibitors participated in the event included Kashmir Walnut Overseas Private Limited, Agrotech Enterprises, Kanwal Foods and Spices Private Limited, BST Organics, Rama Milk Food, Himalayan Bio organic Foods Private limited, Sarveshwar Foods Limited, SuCh Food Processor, Pampore Saffron Farmers Producer Company Limited, Valley Exotics Private Limited, Hari Niwas Hotels and

Resorts Private Limited.

MD, JKTPO, Ankita Kar, said that the participation in AAHAR 2022 has ensured National and International market connect and exposure to the agro and food processing based entrepreneurs and exporters from J&K. This would help them to further grow their business and enhance global competitiveness, she added.

The 33rd edition of the event had been organized from April 26 to April 30, 2022 at the iconic venue of Pragati Maidan (New Delhi). AAHAR is one of Asia's best known brands in Food and Hospitality shows. Exporters from different segments of agricultural products including geographical indication products, processed food, organic and frozen food products have participated in the fair.

JKTPO regularly organizes and participates in various activities like Buyer-Seller Meets, Trade Fairs, Exhibitions, Conferences and Seminars at National and International level. For participation in these events, exporters, entrepreneurs and sellers from J&K can register themselves on JKTPO's website - www.jktpo.in.

Online Media Coverages Link:

[JKTPO participates in 'AAHAR 2022' at New Delhi | Rising Kashmir](#)

[JKTPO participates in AAHAR 2022 at New Delhi | State Times](#)

[JKTPO participates in AAHAR 2022 at New Delhi \(greaterkashmir.com\)](#)

[JKTPO participates in AAHAR 2022 at New Delhi \(knskashmir.com\)](#)

[JKTPO participates in AAHAR 2022 at New Delhi \(brighterkashmir.com\)](#)

[JKTPO participates in 'Aahar 2022' at New Delhi - Jammu Links News](#)

[JKTPO participates in AAHAR 2022 at New Delhi - Jammu Kashmir Latest News | Tourism | Breaking News J&K \(dailyexcelsior.com\)](#)