



Kerala's Premier Food Processing & Packaging Exhibition

JANUARY 2024

10 11 12

Rajiv Gandhi Indoor Stadium
Kadavanthra, Cochin, India



Event Profile

- ▶ Food & Beverage
- ▶ Flavours & Ingredients
- ▶ Nutraceuticals & Health Foods
- ▶ Food Processing Equipment
- ▶ Dairy & Milk Processing
- ▶ Post Harvest Technology
- ▶ Packaging Machinery
- ▶ Start-Ups in Food Sector
- ▶ Cold Room & Refrigeration
- ▶ QC & Certification

Endorsed & Supported by



K-bip



www.foodtechkerala.com

FoodTech Kerala is being organised from **January 10-12, 2024** at Cochin and will be the 15th Edition of this premier event in Kerala.

It is the premier trade fair and a 'must not miss' exhibition for all organizations involved in food processing and packaging sector to showcase their products and services. Various concurrent sessions are also being planned out to be held along with "FoodTech Kerala".

The main aim of this expo is to promote and develop these sectors and related trade by disseminating information and knowledge to food processors, traders, packaging units, retailers and others involved in the food chain.

The 3 day Exhibition will showcase broad spectrum of technology, equipments, solutions for food processing, dairy, beverage, food retailing, refrigeration & cold, chain, processed foods, hygienic & healthy foods, packaging etc.

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Visitors Profile

- ➔ Ayurvedic & Personal Care Mfgers
- ➔ Beverages & Cooking Oil Mfgers
- ➔ Dairy & Frozen Product Manufacturers
- ➔ Food Retailers/ Distributors/ Wholesalers
- ➔ Purchase & Procurement
- ➔ Processed Food Mfgers
- ➔ R & D
- ➔ Refrigeration/Cold Storage
- ➔ Seafood & Fish Exporters
- ➔ Water Treatment & Environment



ALL THE QUALITY LEADS YOU DESERVE

When a show is well-organized and well-marketed, it makes all the difference to your ROI. FoodTech India provides ample opportunity for you to:

- Break into this market
- Gain brand recognition

Key Highlight of the Expo

Around 50 Buyers from the SAARC Region including from Bangladesh, Nepal & Sri Lanka will be pre-selected and will be hosted at Cochin for visiting the expo and interaction thru B2B Meetings will be arranged with the respective exhibitors accordingly.

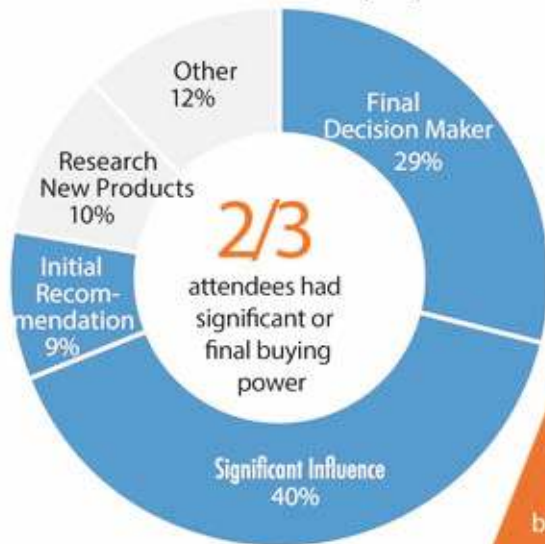
Robust Marketing Brings Quality Prospects to You

As an exhibitor, you have the support of a comprehensive marketing campaign that attracts the right buyers to the show. FoodTech Kerala 2024 marketing will include the following elements:

- Around 10,000+ direct mailers
- Social Media Promotions thru Linekedin, Facebook, Youtube, 10 Times, TradeIndia.com
- Print Ads in our Supporting Media Partners magazines
- Local Newspaper Ads
- Ads in Express Trains AC Coaches & KSRTC Buses.

ALL THE DECISION MAKERS YOU WANT TO MEET

Attendee Influence in Buying Decisions



Top Reasons They Attend



Attendee Job Functions



Digital Marketing

Because our audience gets its info online in the office and on the move via mobile, we are reaching out to them with a digital marketing programme that's specially tailored for both platforms. Using social media, including Tweeter, LinkedIn, Facebook to create a community that offers opportunities for interaction between exhibitors and

Web Promotions

Our supporting web portals will be promoting the event through their dedicated sites and this will be an effective medium for interested visitors to pre-register as buyers to the exhibition.



B2B Meetings to be held between buyers from Bangladesh, Sri Lanka, Nepal & Maldives with Indian suppliers of food processing & packaging equipments

Exhibition Details

Exhibition Dates:

Wednesday, January 10th to
Friday, January 12th

Exhibition Timings:

Show Timings : 10am to 6.30pm daily

Participation Costs:

National Exhibitors:

Shell Scheme Stall : Rs.8,500/- per sqm
(min area 9sqm)

Raw Space Area : Rs.7,500/- per sqm
(min area 18sqm)

*18% GST extra

Professional Exhibition Organiser:

The expo is organised by Kochi based Cruz Expos, who have been organizing the FoodTech Kerala series for the past 14 years. Besides we are also promoting Pro-Foods Sri Lanka, Food, Beverages & Hospitality—Nepal and VietFood shows in India. Within a short span of 15 years, Cruz Expos has become one of South India's foremost professional exhibition organizer based in the B2B segment of trade fairs.

Media Partners



International Partners



Bangladesh



Sri Lanka



Nepal



Organised by:

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