



POST SHOW REPORT



food & Beverage EXPO

19th, 20th & 21st OCT 2023
CHENNAI TRADE CENTRE

www.fnbexpo.biz

PRELUDE

The Food & Beverage Expo has established a comprehensive platform covering the food and beverage market in Southern India

India is the country with the longest history, the most varieties and has the most distinctive characteristics of food in the world.

The Food and Beverage Expo 2023, held on 19, 20 21 Oct 2023 at Chennai trade Centre was aimed to enhance the industry's exploration and innovation of food technology, promoting the development of India's food industry. The exhibition had strong participation from over 80+ exhibitors from across India and more than 4,000 business visitors during the three days.

The event was undeniably successful with industry leaders, startups and game-changers who united to unveil the future. The expo was the premiere hub to discover the latest technological innovations and engineering trends, expand industry knowledge, and extend global professional network in this sector.

KEY HIGHLIGHTS OF 2023

- Exhibitors: 73+
- Visitors: 7560+
- Exhibit Space: 2500 sq.m

CO-LOCATED EVENTS

- Asia Pack Tech Expo
- Dairy & Cold Storage Expo



THE EXHIBITION

The Food & Beverage exhibition platform built a bridge for both exhibitors and trade buyers which enabled buyers to browse over hundreds of premium products. The participants made in-depth interpretation and elaboration on the technological innovation and driving, challenges and development trends of the development of food industry for India and abroad. The expo provided new ideas and dimensions for the food industry, grasped the current situation and trend of industry innovation, and clearly expressed the opportunities and challenges of the food industry. The event has been highly recognized by the exhibitors and visitors.

EXHIBIT SECTORS

Food Technology 21%	Coffee Machines 7%	Food Processing Machinery & Equipment 27%	Breweries Equipment 5%
Grading & Sorting Machinery 6%	Disposable & Food Grade Packing Material 18%	Food Packaging Technology & Materials 10%	Waste Management System 9%
Others 5%			

THE EXHIBITION

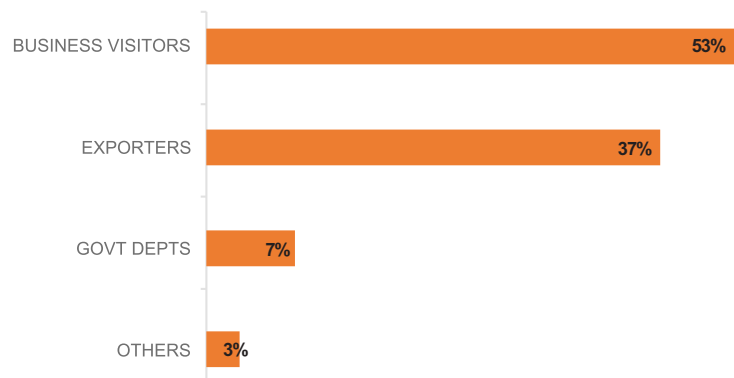
1. Plant-based food has become a global phenomenon, the plant-based market has gradually entered a stage of development and trending period. Exhibitors in this category showcased the unique charm of plant-based food in diverse ways, focusing on eco-innovation and sustainable development, providing a comprehensive exchange platform for enterprises.
2. The B2B event was designed to help attendees make valuable industry connections; it was an efficient tool for meeting with potential partners and provided a higher-level networking experience.
3. Co-located with Asia Pack Tech, the event was a one-stop-shop for not only sourcing new products but also sourcing new technologies. The expo brought all the big brands and top buyers under one roof giving fruitful conversations and helping in expanding the business.
4. The expo provided interactive platforms like, buyer-seller forum, discussion on the food industry's current trends and developments, and future growth of the industry
5. The Food & Beverage Expo has become one of the leading International B2B platform for food & beverage business market in the Indian subcontinent.
6. The 3-day expo has been complimented as a knowledge-sharing platform, panel discussions, new trends & products launches making it a must attend event for key stakeholders in the food and beverage industry.

KEY EXHIBITORS

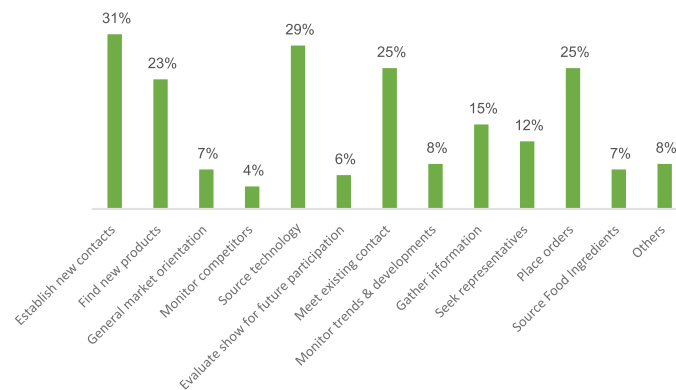


VISITOR PROFILE

VISITOR PROFILE



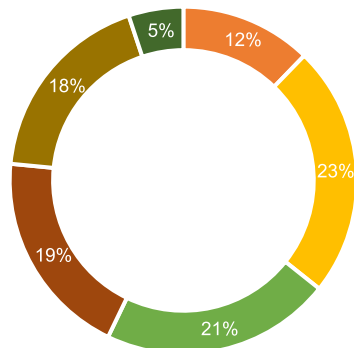
VISITOR INTERESTS By OBJECTIVES



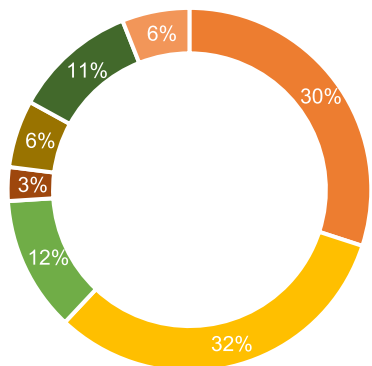
VISITOR PROFILE

VISITOR BACKGROUNDS

- Manufacturer
- Agent/
Distributor
- Importer
- Wholesaler
- Retailer
- Others



- Buying /
procurement
- Manufacturing / production /
quality control
- Sales
- Others
- Management
- Marketing
- Research /
Development



THE FIGURES SAY IT ALL

78%
of the exhibitors rated "GOOD" or
above with the QUALITY of the visitors

84.5%
of the exhibitors were satisfied/very
satisfied with their participation

94.1%
of the exhibitors made contact with
their right target visitor groups

94.7%
of the exhibitors were satisfied/
very satisfied with their participation

85%
of the exhibitors said that they would
definitely come back in Food & Beverage Expo

92%
of the exhibitors expect orders
as a result of exhibiting

POST SHOW REPORT

EVENT PROMOTION

Visitors and exhibitors alike consider Water Expo a must attend event for the international market as the show offers a platform to showcase numerous products and discover more cost-effective solutions to existing processes.

Here is a breakdown of 2020 campaign which shows how we advertise the event. Vast promotional campaigns were carried out in the form of Mailers & inserts, Display Advertising, External emails, Internal Advertising and Online & Newsletter Advertising. More than 20 media houses including print, digital and television attended the event.

PRINT PROMOTION

- English Newspapers - Times of India, Indian Express, DT Next
- Magazine Advts
- Tamil Newspapers - Dinamani, Dinathanthi
- Brochures/leaflets Circulation

TV ADVTS

- TV advertisements were widely promoted in 4 south Indian languages – Kannada, Malayalam, Tamil and Telegu
- TV News Channels; Sun News, Polimer News, Puthiya Thalaimurai, Thanthi TV, News 7, News 18 Karnataka, ABV(AP), ETV (Telengana), News 18Kerala

Outdoor Advts – Bus back banners – Tamil Nadu / Andhra Pradesh / Karnataka / Kerala

SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- Instagram
- Youtube
- Digital Media Ad Impressions
- Website Visitors
- Video views

ONLINE PROMOTION

- 10 times- Across India
- Google Adwords- Across India
- E-Newsletters
- Bulk Campaign



BOOK YOUR SPACE NOW

 **food &**
Beverage **EXPO**

CO-LOCATED WITH

 **Asia**
Packtech **EXPO**

 **Dairy &**
Cold Storage **EXPO**



APRIL 2024
BMICH, SRILANKA

POST SHOW REPORT

Join us in Food & Beverage Expo 2024 in Sri Lanka

The Food & Beverage Expo is set to return on 25, 26 & 27 April 2024 with a greater scale of international experience.

BOOK YOUR SPACE NOW

LKR				INR			
Booth Size	Inaugural ends on 31 Dec '23	Early Bird ends on 29 Feb '24	Actual Per Sq.m	Booth Size	Inaugural ends on 31 Dec '23	Early Bird ends on 29 Feb '24	Actual Per Sq.m
12 -18 sqm	26,000	32,700	38,000	12 -18 sqm	8,000	10,000	12,000
19 - 36 sqm	24,350	30,700	37,000	19 - 36 sqm	7,750	9,750	11,750
Above 36 sqm	23,500	29,500	36,500	Above 36 sqm	7,500	9,500	11,500

USD			
Booth Size	Inaugural ends on 31 Dec '23	Early Bird ends on 29 Feb '24	Actual Per Sq.m
12 -18 sqm	195	240	280
19 - 36 sqm	185	235	270
Above 36 sqm	180	230	260

* Rates are for Per Sq.m

ONLINE PROMOTION

- You will have the chance to connect with the domestic and global food & beverages market.
- Discover new markets, business leads, prospective distributors, dealers, agents & associates.
- An ideal platform for assessing the market to establish and extend your own presence.
- Showcase innovative products, solutions and contemporary technologies.
- Boost brand image & extend visibility to new heights.
- Explore new business avenues and finalised business deals.
- A perfect launch for new products and technologies.
- An appropriate platform to strengthen and build your brand image.
- A perfect meeting place for prospective exhibitors to meet prospective end-users.
- Meet decision-makers & enhance your business through networking to gain & first-hand market information

AS AN EXHIBITOR

- Display your latest array of products, technology and services to highly focused trade visitors, trade media and delegates
- One-to-one interaction with the industry at one location
- Brand building among industry and end users
- Explore new business and investment opportunities

AS A SPONSOR

- Benefit from an ideal time, place and opportunity to get noticed
- Stand out from the crowd
- Enhance your leadership status
- Project a long-lasting brand image to a targeted audience

AS A VISITOR

- Access to the latest technology, products and services available in the market
- Find availability of raw materials, alternate suppliers, recent trends in the manufacturing and trading segments
- Find about sources of investments & funding



SPONSORSHIPS

Stand out from your competitors at the event!

PLATINUM SPONSOR

Recognition in website, show promotions, event's program & show directory, company logo on event signage

BRONZE

Recognition in website, show promotions, event's program & show directory, company logo on event signage

EXPO BAG

Recognition in website & show directory
(Bag is provided by sponsor with company logo)

SHOW DIRECTORY ADVERTISING

Advt in Expo Special Directory. Full colour,
with complete event info, distributed on-site to each attendee.

GOLD SPONSOR

Recognition in website, show promotions, event's program & show directory, company logo on event signage

SILVER

Recognition in website, show promotions, event's program & show directory, company logo on event signage

REGISTRATIONS & BADGES

Banner with link on-line on registration pages, Logo on badges.
Logo at registration counter.



EXPO PHOTOS





ORGANIZED BY: - WATER TODAY PVT. LTD.

3D, IIIrd Floor Bhagheeratha Residency, 124 Marshall's Road, Egmore, Chennai - 600 008, Tamil Nadu, India

Representative Office: - WATER TODAY BD LTD.

2/12 Humayun Road, (2nd Floor), Block B, Mohammadpur, Dhaka-1206, Bangladesh Phone : +8802-9116712-13

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