



POST SHOW REPORT

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

23rd, 24th & 25th FEB 2023
CHENNAI TRADE CENTRE

www.fnbexpo.biz

POST SHOW REPORT

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, aimed to enhance the industry's exploration and innovation of food technology, promoting the development of India's food industry. The exhibition in its foremost show warmly received 67+ exhibitors from across India and more than 7,000 business visitors during the three-day period. The event was undeniably successful with industry leaders, startups and game-changers who united to unveil the future. The expo was the most premiere hub to discover the latest technological innovations and engineering trends, to expand industry knowledge and extend global professional network in this sector.

KEY HIGHLIGHTS OF 2023

• Exhibitors: 67+

• Visitors: 7500+

• Exhibit Space: 2500 sq.m

Guest of Honours

Mayor - Kancheepuram City Municipal Corporation – Tmt. M. Mahalakshmi

Mayor - Cuddalore City Municipal Corporation – Tmt. R. Sundari

Deputy Mayor – Thootukudi City Municipal Corporation – Tmt. S. Jenitta

CO-LOCATED EVENTS

• Asia Pack Tech Expo

• Water Today Water Expo



Visit : www.asiapacktechexpo.biz

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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.

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 and Water Expo, 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. This year was the 1st edition of the B2B international exhibition with multiple offering on the single platform.*



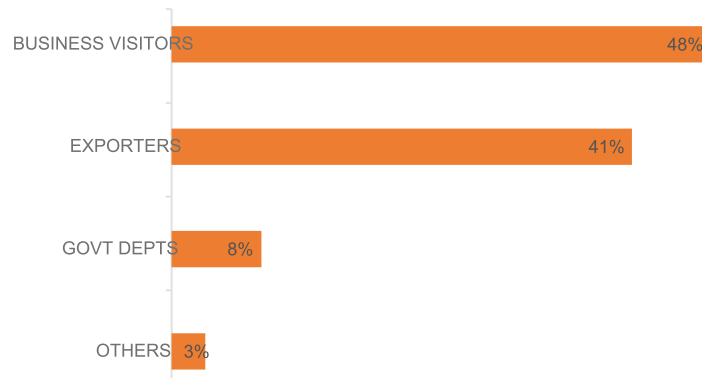
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EXHIBITORS

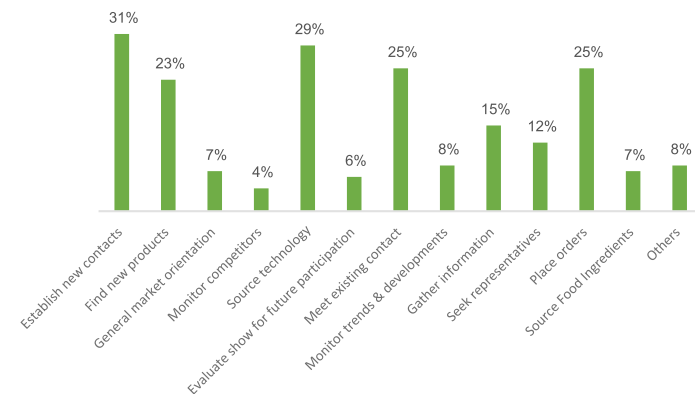


VISITOR PROFILE

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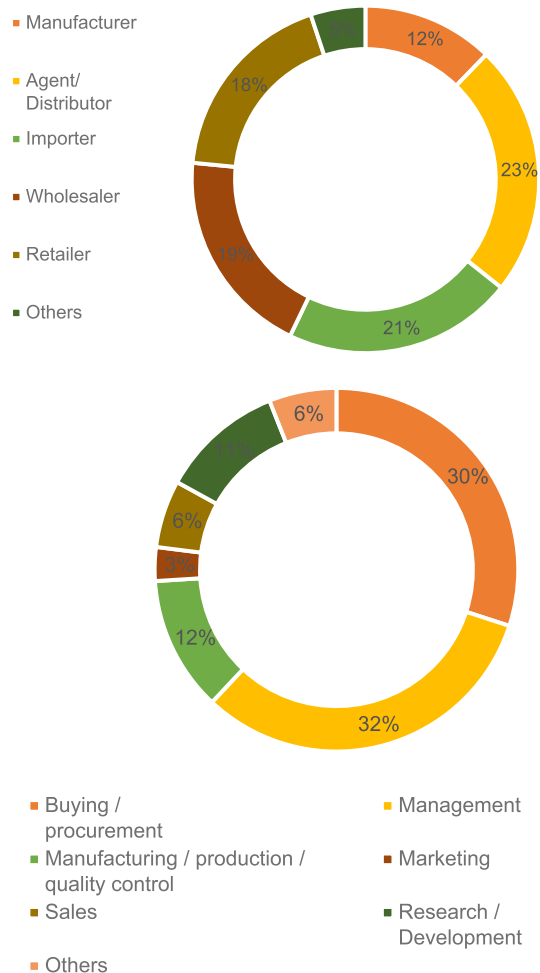


VISITOR INTERESTS By OBJECTIVES



VISITOR PROFILE

VISITOR BACKGROUNDS



THE FIGURES SAY IT ALL

73%
of the exhibitors rated "GOOD" or above with the QUALITY of the visitors

93.4%
of the exhibitors were satisfied/very satisfied with their participation

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

76%
of the exhibitors praised the Exhibition for its capability to generate leads and develop the business contacts.

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

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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

ONLINE PROMOTION

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



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EXPO PHOTOS



BOOK YOUR SPACE NOW



CO-LOCATED WITH

ASIA PACK TECH EXPO

JUNE 2023



**MANPHO CONVENTION CENTRE
BENGALURU**

OCT 2023



CHENNAI TRADE CENTRE

2nd EDITION



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