

PRO-FOOD/PRO-PACK & AG-BIZ 2014

POST SHOW REPORT

The Sri Lanka Food Processors' Association (SLFPA) together with Lanka Exhibition and Conference Services. Pvt. Ltd organized the 13th edition Pro-Food/Pro-Pack & Ag-Biz 2014 exhibition from 22nd to 24th August 2014 at the Sirimavo Bandaranaike memorial exhibition center, Colombo, Sri Lanka.

It was also supported by the Ministry of Industry & Commerce, Ministry of Agriculture, National Agribusiness Council (NAC) and the Processed Food Development Initiative (PFDI).

The event was inaugurated on the 22nd August by Hon. Basil Rajapaksa, the Minister Economic Development & Hon. V.A.D.Lakshman Wasantha Perera - Deputy Minister of Industry & Commerce, in the presence of the stake holders of the Industry from public and private sector.

It was great success with a total of 210 organizations (both local & foreign) exhibit in 290 stalls during this year's exhibition with a total of 30,000 visitors and over 2,500 trade invitees who attended the exhibition.

The post event evaluation has revealed a strong positive desire by the exhibitors and the participants to be engaged in future exhibitions as well. It was also mentioned about the increase in small and medium scale enterprises and the latest innovative products they have to offer.

This year's event included successful participation from the regional SME sectors with 80 companies and 3 Universities (Food Science Dept.) participating under the banner of the GIZ & the Ministry of Industry & Commerce.

The event showcased the latest technology developments in all sectors. It also brought together technology and suppliers, entrepreneurs and support services on a single platform.

Special Attractions at the Event

- **Cookery Demonstration**
An ongoing cookery demonstration was held during the 3 days of the event in order to promote the products of the stall holders and to attract visitors to the event.
- **Food Tasting & Sampling**
Most stall holders carried out cooking demonstrations as well as sampling in addition to offering discounted rates for the consumers.
- **Special Hourly Raffle Draws**
The association held an Hourly raffle draw for the visitors in order to attract more visitors. The Gift packs were an assortment of member products.
- **Award Night**
Best Stall - Food & Drink / Best Stall - Packaging/ Best Stall - Machinery /Best Stall - International Participation /Best Stall - Ag - Biz /Best Stall - Institution. All stall holders were invited for an awards night where the above awards were presented to the stall.

Exhibitor Profile:

Processed food and beverage / dairy products/packaging /food technology/Retailing and vending system/refrigeration and cold chain/Universities- Food Science and Technology/Government Agencies/Distribution and Logistics/Publication and Trade Journals/Certifying Bodies/Research Institutes/Financial Institutes / Agriculture companies /Fertilizers **(This list is not exhaustive; it is just based on previous exhibition attendance)**

Visitor Profile:

Importers/Exporters/Wholesalers/Supermarkets/Bakers and Confectioners/Trade Export Promotion Councils/Business Institution/Packaging and Distribution Centres/Food Manufactures and Processors/ Hotels, Restaurants, and Fast Food Outlets/Department Stores and Self - employed Retailers/Trade and Export Promotion Councils / Food Processing Manufactures/Beverage Productions/ Food Manufactures /Machinery Import and Distributors/Retail Packaging /Contract Packaging /Bulk and Value Added Tea Exporters/Canneries/Laboratory/Pharmaceutical Manufactures/Packing material Manufacture/Dairies/Bakery Owners/Refrigeration / Government agents & officials.

Valued Sponsors of Pro-Food/Pro-Pack & Ag-Biz 2014

Platinum Sponsors

- Colombo Machinery & Equipment (Pvt) Ltd
- Elephant House
- Maliban Biscuit Manufactories (Pvt) Ltd

Gold Sponsors

- Automat Nikini Automation Systems (Pvt) Ltd
- Zenra Tea

Silver Sponsors

- Alli Company Pvt Ltd
- CMC Engineering Export GmbH
- Serendib Flour Mills (Pvt) Ltd
- Delmege Forsyth & Co.LTD (Consumer Brand Cluster)

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| Culinary Magazine | - Rasawimana |
| Culinary Paper | - Rasasaraniya |
| Official TV | - Derana TV |

Visitor Statistics

- Visitor Ticket Sale - 30,000
- Trade Invitees - 2,500



Exhibitors Statistics

- Total No of Stalls - Total265
- Total participating companies - 216
- Total participating Foreign Companies – 36
- Countries - India / DUBAI / USA/ Thailand / Malaysia / Singapore / China/ Pakistan/
Germany

ProFood ProPack Award winners 2014

1. **Best stall -Food & Beverage Category**
Winner - Zenra Tea
2. **Best stall - Packaging Category**
Winner - Aktari Ltd
3. **Best stall - Machinery Category**
Winner - CMC Engineering Export GMBH
4. **Best stall - International participation**
Winner - Hilda Automation
Best stall - Agbiz
Winner - Hayleys Agriculture Holdings Ltd
5. **Best Stall – SME Pavilion**
Winner - Radha Lanka Natural Food Products
6. **Institution Category**
 - **Most Innovative product**
Winner - University of Sri Jayewardenepura
 - **Most Commercially Viable product**
Winner - University of Sri Jayewardenepura.
 - **Best stall Institutional category**
Winner - University of Peradeniya

Exhibition Highlights

