

*International Processed Food, Beverage  
Packaging & Agricultural Exhibition*

From the Farm to the Kitchen

# *P*food *Pro*pack 2014



*Ag-Biz*  
TRADE FAIR FOR NATIONAL AGRIBUSINESS  
2014



**22, 23, 24 August at BMICH**

*"Pro Food Pro Pack & Agbiz 2014" the most comprehensive food, beverage and packaging exhibition will be held for the 13th successive year. This wide-ranged exhibition provides you a one stop solution with the theme "From the Farm to the Kitchen".*

*"Pro Food Pro Pack & Agbiz 2014" being Sri Lanka's largest trade fair is a 'must not miss' exhibition for all organizations involved in processed food and beverage, packaging & agriculture to showcase your products. Various concurrent events are planned out to promote and market "Pro Food Pro Pack & Agbiz 2014".*

*As Sri Lanka's only agriculture, food and beverage and packaging event, it evidently attracts all stakeholders from the retail and wholesale food/beverage service sectors generating new connections and new business for everyone involved.*

*As in the past, Pro Food Pro Pack & Agbiz 2014 will cover areas such as Agriculture, Poultry, Livestock, floriculture and many more income generating sectors.*

*Over 300 exhibiting companies from 20 countries showcasing more than 1000 new products & services*

*A great opportunity to make an impression on your target market*

*Increase future sale of your products & Services*

*Make the customer reach out for your product from the shelf without a second thought*

*Visitors will be able to touch, feel, taste & experience your products*

## *Who should exhibit?*

If you are in the Agriculture, Processed Food, Beverage or Packaging industry this is the opportunity to showcase your company and products.

- Processed Food & Beverages
- Packaging Machinery & Materials
- Food Technology
- Refrigeration & Cold Chain
- Retailing & Vending Systems
- Food Science & Technology
- Landscaping and Management
- Post Harvest Technologies
- Small & Medium Entrepreneurs
- Tissue Culture & Breeding Technologies
- Agricultural Authorities of public sector
- Agriculture Machinery & Equipment
- Agricultural Inputs – Seeds
- Fertilizer and Agro Chemicals
- Flower Plants, Cut flowers and foliage
- Irrigational systems and methods
- Animal Husbandry & vet care products
- Financial Institutions & Banks
- Insurance Companies

## *Who will you meet?*

Pro Food Pro Pack & Ag-Biz 2014 will attract a larger audience who are looking for the latest and best products available in the market. It has a proven track record for bringing industry related buyers and suppliers together under one roof.

- Importers & Exporters
- Bakers & Confectioners
- Business Institutions
- Trade & Export Promotion Councils
- Wholesalers & Supermarket Owners
- Trade & Export Promotion Councils
- Packaging & Distribution Centres
- Retail Packaging

- ☐ Diaries
- ☐ Refrigeration
- ☐ Canneries
- ☐ Consultants in Agriculture Industry
- ☐ Government Officials
- ☐ Frozen Food Manufacturers
- ☐ Preserved Food Manufacturers
- ☐ Packaging Material Manufacturers
- ☐ Confectionery Manufacturers
- ☐ Bakery Owners
- ☐ Food & Beverage Manufacturers & Processors
- ☐ Hotels, Restaurants & Fast Food Outlets
- ☐ Department Stores & Self Employed Retailers
- ☐ Laboratory
- ☐ Contract Packaging
- ☐ Bulk & Value Added Tea Exporters
- ☐ Agricultural Corporate Executives
- ☐ Farmers
- ☐ Food Processing Manufacturers
- ☐ Seafood Processing Manufacturers
- ☐ Pharmaceutical Manufacturers
- ☐ Packaging Material Manufacturers
- ☐ Beverage Production
- ☐ Machinery Importers & Distributors

## *Stepping stone for the SME sector*

- ☐ A special pavilion is set up by the Ministry of Industry & Commerce to accommodate small & medium scale industrialists.
- ☐ Special Pavilion for SME's from Jaffna.

## *Special Concurrent Events & Promotions for Profood ProPack & Ag-Biz 2014*

Cooking competitions for Housewives

The very popular "Pro Food Pro Pack cooking studio"

Special hourly raffle draws

Grand awards Ceremony

International Pavilions from India, China and Pakistan

Promoting island wide through a series of exhibitions & road shows.

Participating in International exhibitions such as Gulf Food, Aahar & Thaifex to promote & register international buyers.

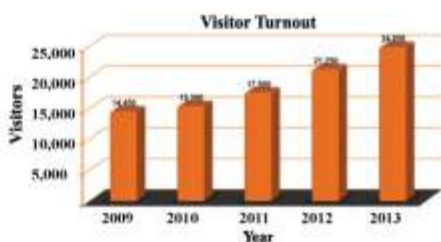
A series of press & media conferences

## *Statistics of Pro Food Pro Pack & Ag-Biz 2013*

### *Visitors at 2013 Exhibition*



### *Statistics of Pro Food Pro Pack*



# Powerful Promotions

The three day exhibition is supported by a powerful marketing and advertising campaign designed to attract a targeted audience and buyers you would want to meet. A massive media exposure will be given on TV, press advertising & outdoor advertising in all three languages as well as direct/electronic mailing.

## ELECTRONIC MEDIA

TV Advertising / TV Talk Shows / TV Live Updates / Radio Advertising / Radio Talk Shows Radio Live Updates

## PRINT MEDIA

Newspaper Advertising / Show Reports / News Articles / Magazine / Supplements / Leaflets

## OUTDOOR ADVERTISING

Banners Pennants / Hoarding / Posters

## WEB ADVERTISING

Website / Face Book / LinkedIn / E-mail Flyers

## DIRECT ADVERTISING

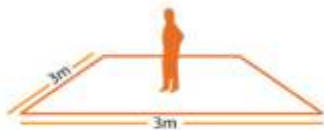
Direct Mailers / Road Promos / Super Market Promos / Buyer Registration

## BARE SPACE:

Includes:

- One 5 amp plug point
- Electricity & cleaning free of charge
- Free listing in the exhibitor directory

## BARE SPACE

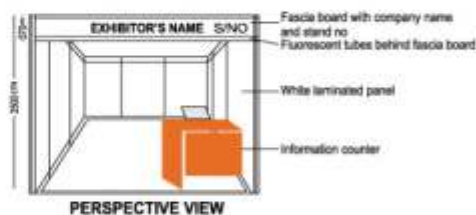


## SHELL SCHEME:

Includes:

- 9 sq meter stall area with Structure and name board
- One counter and two plastic chairs
- Two spotlights
- One 5 amp plug point
- Electricity & cleaning free of charge
- Free listing in the exhibitor directory

## SHELL SCHEME



## Endorsed & supported by



**Ministry of Industry & Commerce**



**Ministry of Agriculture**



**National Agribusiness Council**



**Institute of Food Science & Technology  
Sri Lanka**



**Processed Foods Development  
Initiative (Pvt) Ltd**

## Glimpse of 2013 Exhibition



## What they had to say

As we participated for the first time at the exhibition, we are happy that we were able to expose our range of products to the visitors at the exhibitions. Overall we are very happy.

**Mr. Wazeer Hassim - General Manager – Vatika Pvt Ltd**

Well Organized. Good Crowd due to advertising & Promotion

**Ms Kanchana Jayarathne - Corporate Affairs Manager  
Country Style food**

Organized Excellently

**Mr. Veeriah Baskaran - Export Manager  
Srinivas Trading Company ( India)**

This was the first time that we have participated in this exhibition and is content of the footfall & turnout of visitors who are very much compatible with the products range that we market, Thus we feel that this exhibition posed us with good opportunity in reaching out our target customs.

**Mr. S W T Gayan - Senior Promotion Executive  
Delmege Forsyth & Co Ltd.**

Awesome exhibition and got to know more products by local and international companies.

**Mr Safa Arafath – Director Operation - Citigardens**

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## For Stall Reservations

Professional Exhibition Organizer



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