

### North-East Food Show 2019

**Shillong, December 02, 2019:** The Government of Meghalaya debuted as the State Partner for the second edition of SIAL India 2019 organized by Comexposium India and Inter Ads Exhibitions Pvt Ltd held at Pragati Maidan from 19<sup>th</sup> -21<sup>st</sup> September 2019. The three-day exhibition was inaugurated by Shri Ram Vilas Paswan, Minister of Consumer Affairs, Food and Public Distribution and the Chief Minister of Meghalaya, Shri Conrad K. Sangma. The 200 square metre Meghalaya Pavilion was dedicated to the promotion and marketing of Meghalaya's unique products with 21 Exhibitors exhibiting locally and organically sourced food products ranging from spices, honey, tea and coffee to processed food products like jams, pickles, squashes and meat. The theme of the Pavilion "***Meghalaya on the Move***" showcased the '**Transformational Food Processing**' Movement with Food Processing SMEs as the Growth Drivers for Meghalaya. Meghalaya was also proud to have two of its Exhibitors nominated for the Innovation Award – BEE Natural Honey by COLKS & COSIA by SMOKY FALLS TRIBE COFFEE. Vijay Byrsat of the Centre of Learning, Knowledge and Services (COLKS) Pvt Ltd won the prestigious SIAL India Food Innovation Gold Award 2019 for his premium product -- BEE Natural Honey, a 'Farmer's Product', that directly flows from farmer to end consumers through market & financial linkages. It is the only farmers' brand that gives Regional Identity and Product Traceability.

The participation of Meghalaya at SIAL India 2019 was a curtain raiser for Northeast's First and Biggest Food Innovation Exhibition - **THE NORTH-EAST FOOD SHOW 2019 by MEGHALAYA & SIAL**, which will be held from 4<sup>th</sup> to 6<sup>th</sup> December at Shillong. A collaboration between the State Government of Meghalaya and the SIAL Group, the world's largest food innovation network with over 50 years of global food innovation experience, the North East Food Show 2019 is the first of its kind in North Eastern India, focused on creating a Global platform to '***Inspire Food Business***' for this part of the country. This exciting event is the region's premier dedicated B2B platform that is aimed at marrying together the best of the North East and the best of the food and food processing world. The event will have strong presence of all the North-Eastern States and their Governments showcasing unique products of the states as well as National & International Exhibitors, natural-herbal-organic producers, processing companies and will feature Experience Zones, the North-East Kitchen, Conferences, the Chief Minister's Conclave, Chef Wars and other activities & events. It is an opportunity for export promotion, market extension, business development & building connections to enhance the agro-business and food processing potential of the North-East. This 1<sup>st</sup> edition of the North East Food Show is brought to you by the Government of Meghalaya in collaboration with Inter Ads Exhibitions Pvt Ltd, the sole and exclusive licensee of SIAL in India supported by Governments, chambers, media and professional associations. The 2019 edition would see the participation of **over 100 Brands** making it the **region's biggest** food innovation showcase.

The highlight of the event will be the Chief Minister's Conclave that will be hosted by the Chief Minister of Meghalaya, Shri Conrad K. Sangma together with the Chief Ministers of the other North Eastern States to deliberate on the topic "Charting of a new Course for the North East through Food Processing and Supply Chain Management". The North-East Food Show will

also be the platform for the NEFS Chef Wars – a platform for chefs to showcase their culinary skills and judged by celebrity chefs from the Indian Culinary Forum (ICF) and faculty of IHM, Shillong. NEFS will also be hosting buyers from the food & beverage industry like Purchasing Professionals Forum-India (PPFI), Forum of Indian Food Importers (FIFI), International Trade delegations, Farmer Producer Companies and many more as part of the Hosted Buyer initiative. Visitors interested in being part of the North East Food Show are welcome to join at the Northeast's First Biggest Food Innovation & Food Processing Show by registering online at [www.northeastfoodshow.com](http://www.northeastfoodshow.com) or at the venue at Polo Grounds, Shillong. The final day of the event will be open to the public and exhibitors will be displaying their products for sale.