



# VIBRANT TAMILNADU®

**2023 SEP 22 23 24**  
**AGRO FOOD TRADE**  
**CENTRE, MADURAI**

**EXPO**  
**ENTRY**  
**FREE**

**AGRO FOOD PRODUCTS INTERNATIONAL *hybrid* EXPO**

**3rd Edition with focus on MILLETS**



INTERNATIONAL YEAR OF  
**MILLETS**  
 2023

ORGANISED BY



IN ASSOCIATION WITH



KNOWLEDGE PARTNERS



TECHNOLOGY PARTNER



SUPPORTED BY



**AGRO FOOD TRADE CENTRE (AFTC), Sikkanthar Chavadi, Alanganallur Road,  
 Madurai - 625018 Tamilnadu INDIA. PH: +91 7538849222, 8524922323**

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# VIBRANT TAMILNADU

Vibrant Tamilnadu is an Agro Food Products International Exhibition organized at Madurai in the years 2018 and 2019 by TN Chamber Foundation. This year we are organising 3rd Edition of VIBRANT TAMILNADU with focus on Millets and its value added products, celebrating the International Year of Millets.

It is planned to conduct as a HYBRID B to B EXPO - both Physical and Virtual. India is a Global Food Bowl. Indian Agro Food & Millets and their value added products have a global demand. Our Expo is a golden opportunity to introduce your products to the domestic and international markets.

சிறுதானியங்களை முன்னிலைப்படுத்தி  
வேளாண் உணவுப்பொருட்களின்  
அனைத்துலக வர்த்தகப் பொருட்காட்சி, 2023.

## EXHIBITORS PROFILE

### AGRO FOOD PRODUCTS

- ◆ Cereals & Pulses and its products
- ◆ Oil seeds & Edible oil
- ◆ Milk and Milk products
- ◆ Spices and Condiments
- ◆ Soft drinks and Beverages
- ◆ Ethnic and Organic Foods
- ◆ Vegetables and Fresh Fruits
- ◆ Coconut products
- ◆ Fruit pulp and Juices
- ◆ Moringa, Palmyra and Sugarcane products
- ◆ Pickles
- ◆ Sago products
- ◆ Madurai Gastronomy foods etc.,etc.,

### MILLETS

- ◆ Barnyard Millet
- ◆ Finger Millet
- ◆ Proso Millet
- ◆ Little Millet
- ◆ Kodo Millet
- ◆ Pearl Millet
- ◆ Foxtail Millet
- ◆ Sorghum
- ◆ Amaranth Millet
- ◆ Buck Wheat Millet and its value added products.

**Networking  
Dinner with  
Foreign  
Ambassadors**



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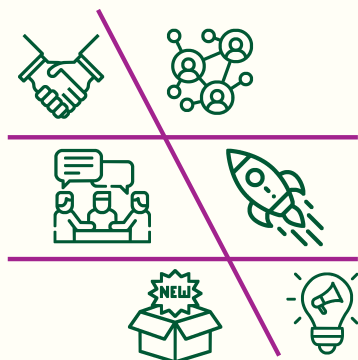
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# WHY TO BE A PART OF VIBRANT TAMILNADU

## IT IS A PLATFORM

- ♦ To meet and get connected with prospective buyers.
- ♦ To gain knowledge about new products in food sector.
- ♦ To generate sales.
- ♦ To capture leads with wide scope and create network.
- ♦ To build your brand image.
- ♦ To launch a new product in this right place.



## UNIQUENESS OF THIS EXPO

Unlike other fairs of 'meeting & parting', the organizers of this expo ensure follow up hand holding guidance to the participants to hit the target and also for sustained growth in marketing their products in the domestic as well as international markets. Under Vibrant Tamilnadu relationship continues for prosperity, this is the uniqueness of our Expo.

## SUMMIT

The summit on various industry relevant topics with domestic and global speakers from food industry would enlighten the participants with latest technological developments / innovations in agriculture, organized food and beverages sector, food processing and marketing tactics which will enable participants to find solutions for the challenges faced by food processing Industry.

## HYBRID - B 2 B EXPO ( Virtual Expo from September 22nd to 30th )

HYBRID - B2B expo is a combination of PHYSICAL & VIRTUAL participation. After COVID 19, many International Business people prefer to meet ONLINE for business discussions. We take the help of our technology partner BIZCOVER INDIA who facilitate for VIRTUAL EXPO experience.

NO VISA / NO TRAVEL is the idea for connecting international delegates through the VIRTUAL PLATFORM. Exhibitors will get a VIRTUAL BOOTH – where they can display their product catalogue / videos / visiting cards – during the virtual meetings – the prospective registered visitors from 30 countries can meet them and also fix meetings during the expo time and after the expo time. **The Virtual Expo will be held from September 22nd to 30th ( 9 days ).** Through the HYBRID B2B EXPO – both physical and virtual business connections will happen.

## THE VENUE

AFTC- a Centre of Excellence, Madurai, India. The Venue of the expo is Madurai which is the second biggest city in Tamilnadu and the gateway to South and South Central consisting of 13 districts. The Expo site viz. AGRO FOOD TRADE CENTRE, shortly known as AFTC is located at Sikkanthar Chavadi, Alanganallur Road, within Madurai Municipal Corporation.

AFTC has number of infrastructure for food processing industry established in a span of 30 acres under Industrial Infrastructure Upgradation Scheme, 2003, GoI, India. There are two state-of-the-art auditoriums in the Central Building of AFTC viz. GRAINS MAIN AUDITORIUM and MILLETS MINI AUDITORIUM with an Expo ATRIUM in which this Expo is arranged. AFTC is only 45 minutes drive from Madurai Airport with International connectivity and 20 minutes drive from Madurai Railway Station.





## FOOD CARNIVAL AT FOOD COURT - 10 a.m. to 8 p.m.

உணவுக்கூடத்தில் தினசரி விதவிதமான, சுவையான, பாரம்பரிய உணவு வகைகள், சிறுதானிய உணவு வகைகள் ஆகியவற்றை காலை 10 மணி முதல் இரவு 9 மணி வரை உண்டு மகிழலாம்.

### SPONSORS OF EXPO



**AGRO FOOD PRODUCTS  
INTERNATIONAL *hybrid* EXPO 2023**  
3rd Edition with focus on MILLETS

### VIBRANT TAMILNADU 2023 - ORGANISERS

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**ADVISORS**  
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