




AFRICA MILLET & WELLNESS EXPO

27 28 29 SEPT 2023

KICC NAIROBI - KENYA



INTERNATIONAL YEAR OF
MILLETS
2023



Resilient to climate change, Millets are hardy, resilient crops that have a low carbon and water footprint, can withstand high temperatures and grow on poor soils with little or no external inputs.

Several factors have led to the growing demand for Millets:

- Growing inclination of urban population towards healthy food
- Millets are nutritionally superior to major cereals and good for immunity
- Gluten-free and non-allergenic
- Contain calcium, iron and fibres which help to fortify essential nutrients

2023 will be observed as the International Year of Millets after India's proposal to the Food and Agricultural Organization (FAO) was approved.

The first edition of AFRICA MILLETS & WELLNESS EXPO, organized by Tashikka Trade Fairs Limited Kenya, will be held from 27 to 29 Sept 2023 at KICC, Nairobi, Kenya.

The event promises to be an ideal forum to create excellent business deals, garner investment opportunities and promote high-level business networking. Buyers from East Africa are expected to attend the event to look at procurement sources.

New Global Markets for Millets

India is the world's 5th largest exporter



Nearly 41% of total global production in 2020



Produces 12 million MT of millets annually

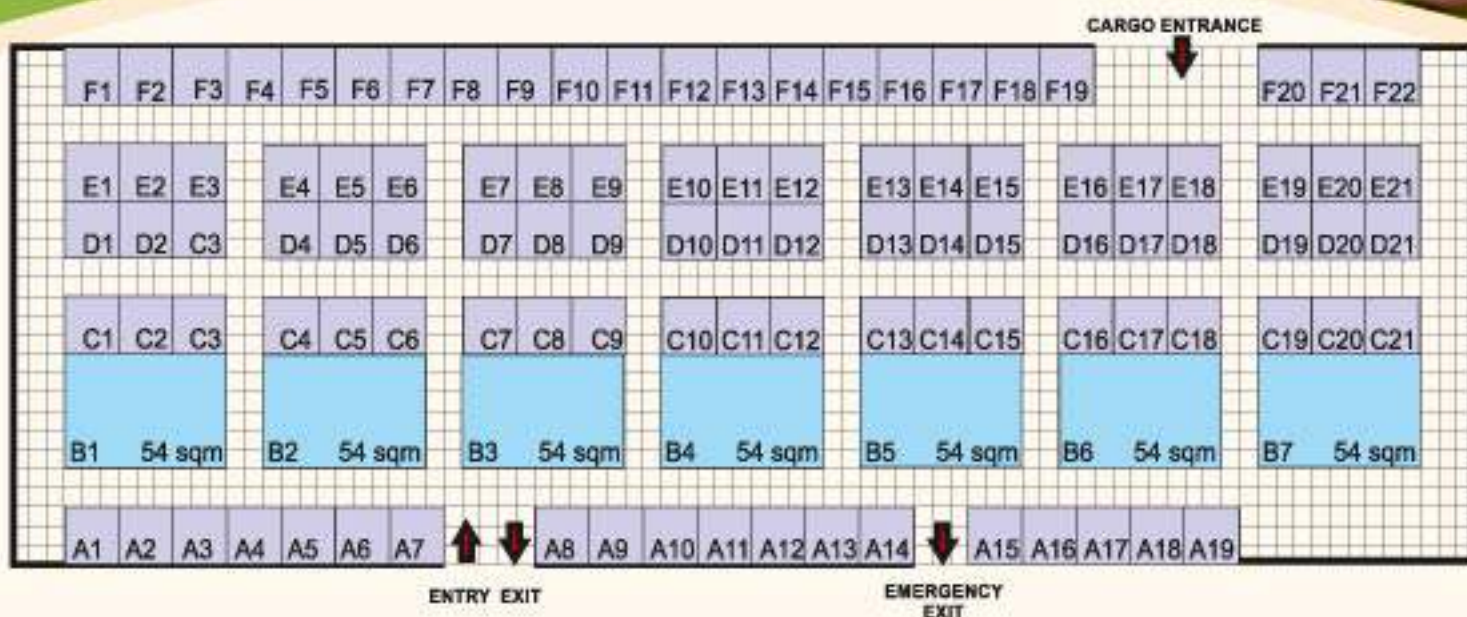


Exported millets worth US\$ 16.97 million in 2020-21

Event Highlights:

- Exhibition- featuring leading producers of Millets and value-added Millet products
- Buyer-Connect Program- focused B2B meetings with buyers from leading countries
- International Conference Millets & Wellness
- Millet themed Food-Court to create awareness about Millets and their relevance to food safety, health and environment
- Participating Organisations will create networks for mutual support and peer learning
- Interaction - with Policy and Decision Makers
- Top Chefs to demonstrate millet recipes & competitions.





EXHIBITOR PROFILE MILLET

- Raw Millets Products
- Processed Millets Products
- Millets Research Institutes
- Technology Providers
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Product manufacturers of:

- Confectionery and Bakery Items
- Snacks / Cookies / Rusk / Noodles / Namkeen etc.
- Ready to eat meals including Pasta, Breads, Idli / Dosa Batter etc.
- Flour
- Instant Drinks
- Cereals
- Breakfast Items

EXHIBITOR PROFILE WELLNESS

- Ayurvedic Therapy Equipment
- Baby & Infant Product
- Cosmetics / Equipment
- Dietary Supplement
- Health Consultants
- Nail Care
- Yoga Teachers
- Theraphists
- Herbal Medicine
- Health & Fitness
- Fitness Equipment
- Hospitals
- Herbal Products

VISITOR PROFILE

Farmers, Organizations, Producers
 Wholesalers, Retailers, Buyers and Sellers – Food and Beverages
 Govt agencies
 Hospitals
 Exporters, Importers and Trading Companies
 Yoga Centres / Yoga Experts
 Diabetologists
 Restaurateurs, Chefs and Caterers
 National and International Organic Experts & Speakers
 Supermarkets, Department Stores, Specialty Chain Stores
 Service companies (Certification agencies, Agriculture institutions, Food consultants)
 Health-conscious consumers
 Students from Agricultural Universities
 Agripreneurs / Nutritionists
 Technologists and Bloggers



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