

**The Exclusive Meeting Place  
Of Natural Products Demand & Supplies.**

# *Panacea*

## **10<sup>th</sup> Natural Products Expo India**

**25 - 27 February 2022**  
**University of Agricultural Sciences**  
**GKV, Bengaluru, India**



**Where the future of 'Naturals' is..**



[www.naturalproductsexpoindia.com](http://www.naturalproductsexpoindia.com)

**Knowledge Partner**



University of Agricultural Sciences  
GKV, Bengaluru, India



## Get The Maximum Mileage From The Region's Biggest Business Opportunity For 'All Naturals Ingredients, Organic And Health Products'.



Celebrating the fabulous success of 2020 edition, Panacea-Natural Products Expo India continues to grow phenomenally, depicting the growing demand and the tremendous development of this industry. It creates a unique natural marketplace to assist all attendees reach their business goals in this upcoming industry.

### The Event that brings the market of 'Naturals' to you.

Held once in every two years, the trade show is not only a strategic platform to demonstrate your products, technologies and equipment but also is the sector's only fair for new markets and target groups. It is the perfect forum to make contacts and business deals.

The 2020 expo had a 75% increase in growth of visitors than 2018 and in 2022, it is expected to grow by 83%. This is evident from the fact that Panacea2020 grossed USD. 15 mn business for the participating companies.



**“True expo for natural products, extra ordinary and excellent. I have already reserved my booth for the next show.”**  
...Exhibitor, Panacea2020

### New Market. New Opportunities.

After 20 successful years in Mumbai, Panacea - Natural Products Expo India now is shifting its base to Bengaluru, the natural and organic hub of India. Supported by Knowledge Partner- University of Agricultural Sciences, GVK, Karnataka.

### Launching New Agribusiness Pavilion

Panacea -Natural Products Expo India, launches a new Agribusiness pavilion wherein apart from the latest agricultural practices and technologies, the focus will be on forward and backward linkage.

This Agribusiness pavilion will definitely provide an excellent interactive and networking forum for farmers groups, FPOs, manufacturing units and other organizations associated with agriculture produce with their potential buyers.

### Why India?

Natural Products and the organic food market in India is growing at an compound annual growth rate (CAGR) of 20 – 25%. Exports of natural, organic and health products have shown a rapid growth in the last 5 years. Also, there has been a major shift in consumer preferences for these products with purchase notching a hike of 95% in the recent years.

And Natural Products Expo India is the only forum to meet this emerging market needs, providing excellent results and market exposure throughout the South Asian region.

### Get the maximum return on investment by participating in Panacea

**78% of exhibitors were satisfied with meeting their show objectives.**

**85% of exhibitors were satisfied with the quality of visitors.**

**93% of exhibitors did more business than expected.**



**Join over thousands of industry professionals doing business and reap the benefits for yourself.**

Natural & Organic Food

Natural Nutrition & Health

Natural Personal Care & Beauty

Natural Living & Eco Products

## The Revolution Of 'Naturals' Has Begun. Participate And Get Connected



- Agro Produce
- Horticulture Produce
- Organic Products
- Natural Foods
- Food Ingredients
- Natural Beverages
- Dried & Dehydrated
- Dairy Products

- Plant Extracts and Botanicals
- Raw and Encapsulated Herbs
- Natural Ingredients
- Nutraceuticals
- Dietary Supplements
- Probiotics & Prebiotics
- Herbal & Ayurveda
- Fragrance, colors & Flavours

- Herbal & Organic Cosmetics
- Cosmeceuticals
- Nutricosmetics
- Skincare & Haircare
- Fragrances & Perfumes
- Massage & Spa Products
- Essential oils & Aromatherapy
- Anti-ageing products.

- Eco-friendly products
- Natural Cropcare
- Animal Feed & Nutrition
- Bio-degradable packaging
- Natural Textile Fibres
- Homecare & Hygiene
- Forest Produce
- Charcoal products

### Reasons to Exhibit

- Lucrative South Asian market
- Generate excellent sales leads
- Introduce yourself as a supplier
- Personalised B2B Meets
- Discover new products, new business
- Create awareness for your brands
- Over 10,000+ potential visitors
- Single Point interface with end consumers

“The Response was beyond our expectations. We wish Seishido Communications for their consistent efforts and look forward to the next Panacea trade show.”  
....Exhibitor at Panacea2020

### Capitalise on quality business opportunities

**79%** of visitors placed business orders at Panacea

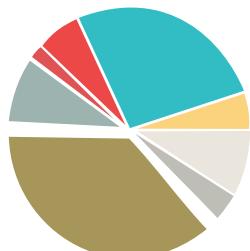
**76%** of visitors visited Panacea for new products

**85%** of visitors seek products to distribute



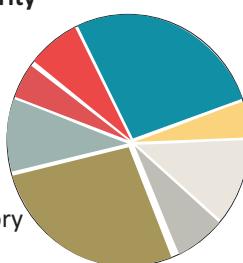
Business Visitor Types

- Importers
- Distributors
- Manufacturers
- Retailers/Wholesalers
- Suppliers
- Exporters
- R&D
- Others



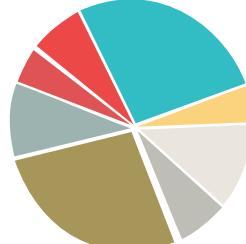
Visitor Seniority

- MD/President/Owner/CEO
- Director/Head/Vice President
- Manager with Staff
- Executives
- Assistants
- Manager without staff
- Pharmacist/Scientist/Laboratory
- Consultants



Visitor Business Area

- Food & Beverages
- Organic & Health Food
- Herbal Extracts/Botanicals
- Personal Care
- Nutritional Products
- Crop care products
- Animal Nutrition
- Others



## What's more at The Expo

### Educative Conference

The conference brings together the best minds in the natural products industry offering a complete insight into emerging trends, regulations, future scientific advances, marketing & sales



### B2B Meets

It offers participants to achieve goal-oriented business meetings and create an opportunity that maximizes connectivity.



### Demonstration Area

It provides exhibitors a platform to demonstrate their products/services for more mileage and greater visibility.



### All 'Natural' Excellence Awards

The winners will be celebrated and recognized for great innovations and outstanding new products recently launched in the market.



### Exhibitor Presentation Forum

This forum provides a platform for visitors to engage directly with exhibitors and gain more in-depth insight into the various products and services on display.



### New Products Zone

The New Products Zone is an innovative opportunity for exhibitors to showcase their latest products that will be launched or will be launched into the market.



“Absolutely a grand show - attracted business people across the regions and geographies.  
Extremely well organised and executed by Seishido Communications.”

....Visitor, Panacea2020

**Book now to secure the best location for your stand and maximize the exposure you receive through the extensive pre-event marketing and PR campaign that runs in the months leading to the event.**

## Stand Options

### Option 1: Shell Scheme

Package includes modular booth with basic furniture, electric fittings, carpeted flooring and fascia with company name and booth number.



### Option 2: Space Only

If any exhibitor has an exclusive design in mind and would like to create their own booth, open space is the best option for them. All furniture, electric fittings, fascia name with booth number has to be provided by them or can be rented via our official vendors.



## Venue

The University of Agricultural Sciences Bangalore (GKV), an internationally acclaimed premier institution of agricultural education and research in the country has been promoting progressive agricultural practices and techniques. It has a reputation of having hosted numerous events.



Bengaluru welcomes direct flights from thousands of major cities globally and entry is convenient as many countries can apply for an online visa for India. The Silicon valley of India is one of the leading hubs of international business.

## To book your stand, contact.

### Seishido Communications

Add: A-102, Divyastuti, Kanyapada, Filmcity Road, Goregaon East, Mumbai - 400063, Maharashtra, India.  
Call: +91-9819512127 / 986933310 / 9324546462  
Email: seishidocommunications@gmail.com  
panaceanaturalexpoindia@gmail.com

## Venue Location

### University of Agricultural Sciences, GKV, Bengaluru

Add: Gandhi Krishi Vigyan Kendra, Bellary Road, Bengaluru - 560065, Karnataka, India.  
Call: +91-9819512127 / 986933310 / 9324546462  
Email: seishidocommunications@gmail.com  
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