



FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA

*Inspiring Trust, Assuring Safe & Nutritious Food*  
Ministry of Health and Family Welfare, Government of India

**Report on  
FSSAI's participation in Drink  
Technology India -2018  
24<sup>th</sup> -26<sup>th</sup> October, 2018  
Bombay International Exhibition  
Centre, Mumbai**

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## 1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in Drink Technology India, 2018 organized by M/S Messe Muenchen India Pvt. Ltd. from October 24 to 26, 2018 at Bombay International Exhibition Centre, Mumbai.

Drink Technology India is the international trade fair for the beverage and liquid food industry that takes place together with PackTech in India every two years in Mumbai. Organized by Messe Munchen's drink technology India covers the full spectrum of the liquid food and beverage sector in India. The show is divided into different exhibition sectors like soft drinks, beer and brewery equipment up to liquid food and for the first-time oils and fats. Around 201 exhibitors from 17 countries presented their products and solutions at the event. The trade fair also showcased the latest innovations developed by companies from India and other parts of the world, in areas that range from the production, filling and packaging of all types of beverages and liquid food.

The inaugural ceremony of drink technology India 2018 was attended by key stakeholders from various industries of India and abroad.



### Key objectives:

- I. Future-oriented, innovative business platform in alliance with International PackTech India
- II. Strong partner: The organizer of the world's leading fair drinktec stands for first-rate advice and
- III. Covers the food and beverage industry with one show.

## The key highlights of event were:

- ❖ Round Table Talks
- ❖ place2beer - The Meeting Place for Beer Lovers
- ❖ OTAI Seminar
- ❖ FSSAI Seminar
- ❖ Buyer Seller Meetings
- ❖ Craft Beer Tasting

## 2. Description of the stall

### Physical Description of the stall

The area of FSSAI stall was 18 Square metre. FSSAI stall highlighted features and benefits of FSSAI and its role with utmost attention. Every Display panel had bullet points showcasing the nut shell of every topic facilitating swift observation and perception for the visitors.

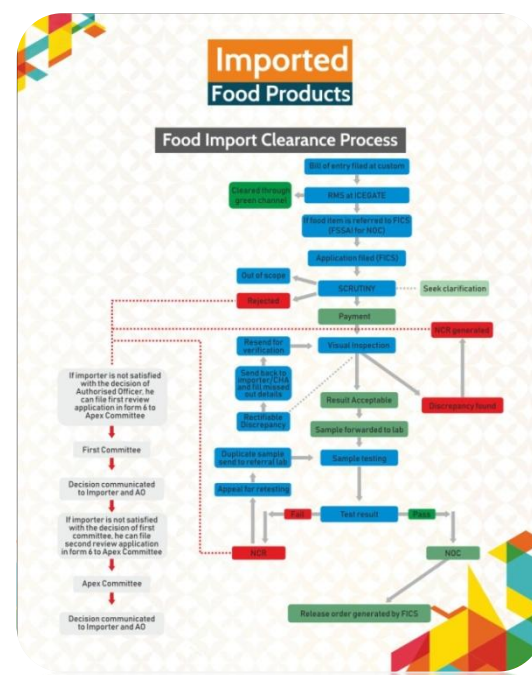
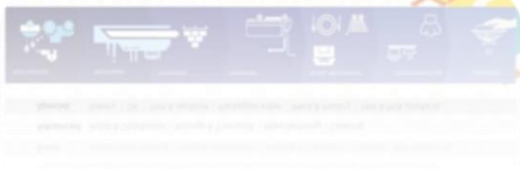
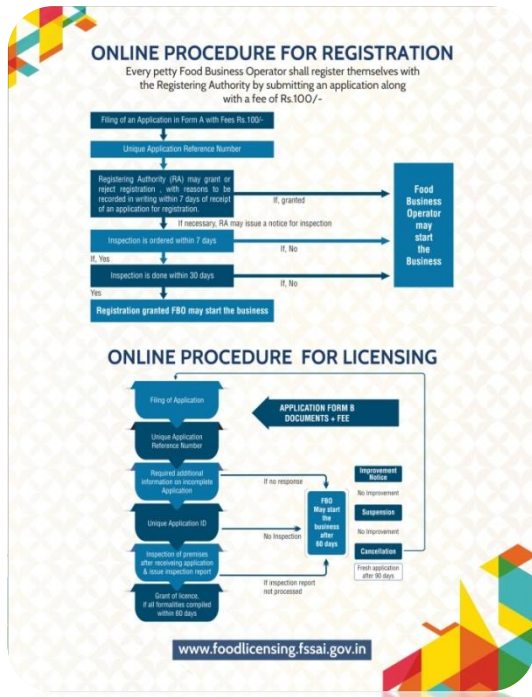


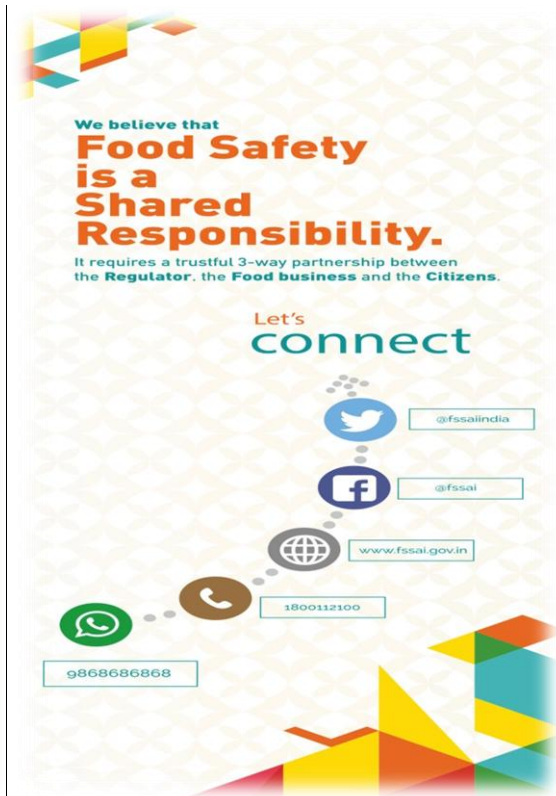
**FSSAI Stall**

➤ The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair: -

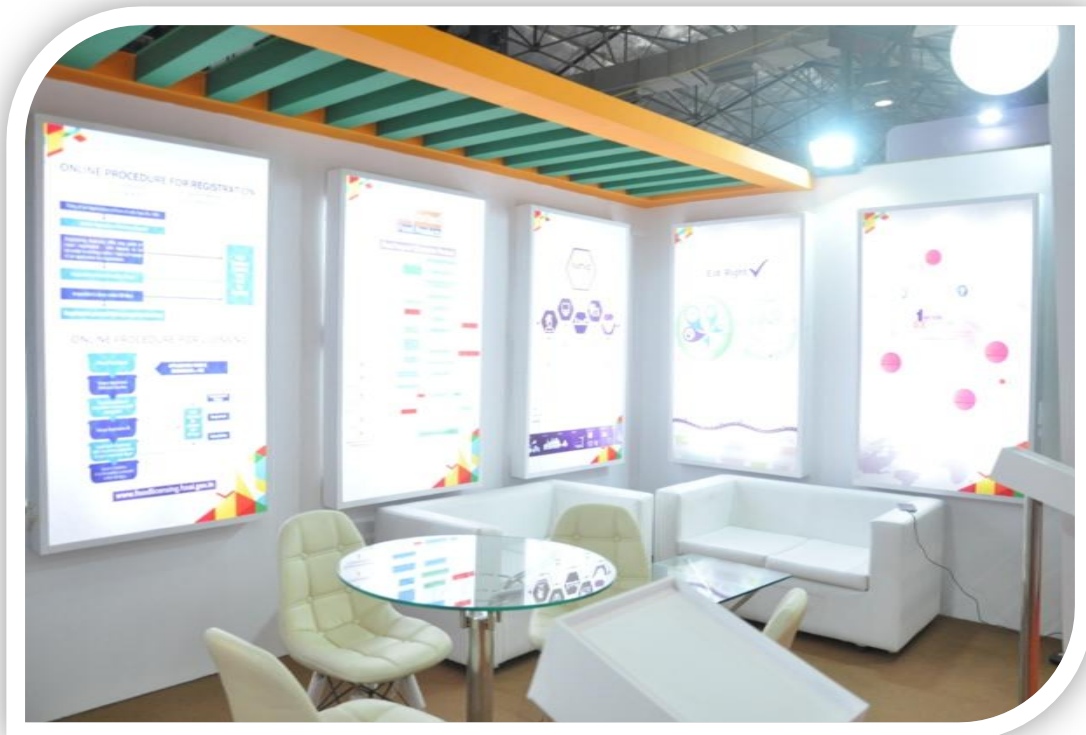
- Procedure for Licensing & Registration
- Food Import Clearance System
- Eat Right India
- One Nation One Food Law (FSSAI's presence in India)
- FOSTAC (Food Safety Training & Certification)
- Food Import Clearance System







- Spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables. A touch pad programme was installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch



- A 42" LCD screen was installed in the stall wherein corporate movie of FSSAI, Swasth Bharat Yatra and Eat Right India were showcased.



### **3. Distribution Material:**

The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

- FLRS ( Food Licensing and Registration System)
- (FICS) Food Import Clearance System
- Eat Right India
- Food Fortification
- Safe & Nutritious Food(SNF)
- Safe Water Portal
- High Fat Salt Sugar(HFSS)

- FOSTAC
- Dart Book

#### 4. FSSAI Seminar

FSSAI also utilized the platform for educating the FBOs and visitors by organising a seminar on 1<sup>st</sup> day of the exhibition. Keeping in view the visitor & exhibitor profile, the following sessions were delivered by following FSSAI officials

Session	Topic	Speakers
I	Dairy Based Beverages	Ms Akshada Bane, Technical Officer
II	Latest Regulatory requirements of carbonated and non-carbonated beverages	Ms Sukanya Pondungala
III	New Regulations for Alcoholic Beverages	Ms Rucha Salekar

#### 5. Experience and Take away:

The FSSAI stall was visited by a large number of people including Food Business Operators from various parts of the country and abroad, Importers and Consumers. The FSSAI officials from Western Region(WR) engaged in the stall responded to the technical queries of FBOs related to FSSAI online licensing and registration, online import clearance, fortified foods, proprietary foods, FoSTaC training/certification and other development schemes of FSSAI such as Eat Right Food and Swasth Bharat Yatra. and were solved on the spot and provided technical guidance where ever required for improvements as per requirement of the FSS Act 2006 and Rules and Regulation The major concerns were on:

- Licensing and Registration
- Food Import Clearance Import Regulations,
- Labeling Compliance
- Organic Food Licensing.
- Swasth Bharat Yatra
- Importance of Fortification of Food products
- FOSTAC training/certifications



➤ Fortified foods

All the queries were attended with utmost attention with pictures and explanation using touch pads, pamphlets and display boards.



*Queries of visitors being addressed.*

## **6. Conclusion:**

Various visitors and delegates visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with diverse stakeholders. The platform was successfully utilized for public awareness. FSSAI's effort to make FBOs and consumers understand about Eat Right India and Swasth Bhatrat Yatra were appreciated by the visitors.

The design, concept and information available about FICS and FLRS were appreciated by various visitors who visited the stall.

# PHOTO GALLERY

