

Post Event Report



Thanks to you
A sweet memory
to
Sugar Asia 2014
held on
27th-28th Feb 2014
at
Mumbai, India

Supported By:



Conference Partners:



Media Partners:



Approved By:





Post Event Report Sugar Asia 2014

Sugar Industry is the only industry which has various verticals apart from its mainstream product. It's the only industry where every bit of cane and beet is used at optimum level. This industry plays an important role in GDP and employment. To cater the industry with a dedicated platform, the concept of Sugar Asia was formulated. And so far 6 editions have been organized and witnessed a footfall from various countries across the globe.

On the backdrop of Partial Decontrol of Indian Sugar Industry and bailout package for Sugar Mills, India was perfect destination to organize 6th Sugar Asia Expo and Conference. The event was supported by all major National and International organizations like International Sugar Journal, National Sugar Institute, Govt. of India, Solar Energy Society of India, Ethanol Producers Association of Philippines, Cogen Association of India, All India Distillers Association, Sugar Cane Research Institute of Sri Lanka, National Federation of Cooperative Sugar Factories and Global SMB Chamber of Commerce, India. The event was also approved by the ITPO, Govt. of India.



Inauguration:

Inauguration was done from **Global Sugar Industry Leaders** which was quite a unique concept as Nexgen believes that show should be inaugurated from relevant important people so that complete environment can be provided to the audience and making them feel this event designed to cater them only. The event was officially opened by Mr. JJ Bhagat, Managing Director-STM Projects Ltd, Mr. R. V. Srivatnal, President-SISSTA, Mr. Arvind Chudasama, Editor-International Sugar Journal, Mr. Rober Quirk, BONSUCRO and Mr. Narendra Mohan, Director-National Sugar Institute, Govt. of India.

The conference was officially started with the lighting of lamps by the Global Sugar Dignitaries like Mr. Arvind Chudasama, Editor-International Sugar Journal, Mr. Srivatnal, President-SISSTA, Mr. J.J. Bhagat, MD-STM Projects Ltd, Mr. Robert Quirk, Inaugural Member-BONSUCRO, Mr. Narendra Mohan, Director-National Sugar Institute, Govt. of India.



Welcoming all the participants was indeed a job of right person which was delivered by the right person i.e. Mr. Arvind Chudasama of the International Sugar Journal. The Key note address was delivered by Mr. Srivatnal, President, South Indian Sugarcane & Sugar Technologists' Association (SISSTA). The program then followed a high tea session.

The first presentation in the conference was delivered by the Senior Economist of International Sugar Organisation, UK who came with an impressive presentation and note about the Global Sugar and Ethanol Outlook in 2014. The presentation made audience to understand the market and gave a clear idea where people can find the new market and what is happening to current market. It was followed by an excellent and interactive Q&A session.

The next presentation was delivered by the very much renowned personality of Global Sugar Industry who is having more than 20 years experience in Sugar Industry i.e. Mr. JJ Bhagat of STM Projects Ltd. The presentation gave a clear insight about the Indian Sugar Economy and the ways to tackle the problems. The presentation was much liked the audience and gave a base to understand the market and the trends being followed by it.

Then a panel discussion was scheduled where the topic was kept relevant to theme. The Panel constituted Mr. Asitava Sen from Rabobank India, Mr. JJ Bhagat from STM Projects Ltd, Dr. Leonardo B. Rocha from International Sugar Organisation and Mr. Arvind Chudasama of International Sugar Journal as Moderator. It was then followed by a Lunch and Expo visit.

After Lunch, it was presentation by our Conference Partner i.e. Valcon Management Consultants Pvt. Ltd., where an excellent presentation was made with in the field of Cane Farming and Sugar Cane Management Practices. The Presentation was presented by Mr. Krishnan Naganathan of Valcon Management.

Europe has its own place in Sugar and Ethanol industry so including the presentation of Dr. Jurgen Bruhns, Editor of Sugar Industry Magazine, Germany who focused on the European Market Reforms and Future forecasts and how the isoglucose production has a substantive effect on European Sugar Industry.

After a short tea break, Mr. Narendra Mohan, Director of National Sugar Institute presented a well researched presentation on Waste Management in Sugar Mills. The presentation was well grasped by the Sugar Mill Officials as this was showing how waste management can be done effectively which in return gives better efficiency. The last presentation of the day was last but not the least on the Cogen Industry. It was presented by Member Secretary of Cogen Association of India.

Second day was indeed a technology and cane farming oriented where exhibitors and some renowned speakers from industry. In this line first presentation was presented by Mr. Arvind Chudasama on increasing cane productivity.

Then it was turn of important presentation on Valves and their importance in the industry which was focused on better fluid management in the industry. It was followed by a very good presentation on Sugar Refining with Sulphree by Richocre Lifesciences Pvt. Ltd who were partner for Conference Lunch as well.

Machinery is something without which any mill or plan can't be imagined. In this line Mr. Lev Drago of Perryvidex LLC, USA presented how used machinery can also be good substitute of new machinery and can also give good return on investment. It was followed by two presentations by Mr. Robert Quirk of BONSUCRO and Mr. R.V. Dani of Vsantdada Sugar Institute. Mr. Robert spoke on BMP in developing countries whereas Mr. Dani presented an interesting paper on water conservation in sugar mills. Both presenters were having more than 15 years experience in the industry and gave a clear height to the conference by their inputs.

After Lunch session, the three presentations were scheduled i.e. Mr. Marino from CMD Gears, Mr. Quido from EnProCo Berlin and Mr. Ryan Beltramini from Genomatica. Mr. Marino spoke on Planetary Gearbox, Mr. Quido Smejkal spoke on steam consumption and water management in sugar mill and Mr. Ryan spoke on bio-based process products from sugar. All three presentations were well applauded as they were useful in understanding the new technology for better production, management and efficiency in the sugar mill.

The exhibition was an imperative component of event where exhibitors from more than 15 countries in 50 plus stalls exhibited their latest equipments and technology in front of targeted audience. Major exhibiting companies were as follows:



- ▶ Amtech Electronics India Limited-INDIA
- ▶ Ayoki Fabricon Private Ltd.-INDIA
- ▶ Bajaj Power Equipments Pvt. Ltd.-INDIA
- ▶ Big Bags International Pvt. Ltd. -INDIA
- ▶ Bonfiglioli Transmissions Pvt. Ltd. -INDIA
- ▶ Compagnie Engrenages Et Reducteurs Messian-Durand-France
- ▶ Cosmo World-INDIA
- ▶ Enmas GB Power Systems Projects Limited-INDIA
- ▶ Gayatri Exim-INDIA
- ▶ Geofluid-Calgon Carbon Corporation-Singapore
- ▶ Hi-Tech Engineering Corporation India Pvt. Ltd. -INDIA
- ▶ Integrated Electric Co. (P) Ltd. -INDIA
- ▶ J.P. Mukherji & Associates Pvt. Ltd. -INDIA
- ▶ Kirloskar Brothers Ltd. -INDIA
- ▶ Magsy S.R.O.-Czech Republic
- ▶ Maxflow Fans Manufacturing Pvt. Ltd.-INDIA
- ▶ Mecgale Pneumatics Pvt. Ltd.-INDIA
- ▶ Pankaj Trading Corporation-INDIA
- ▶ Perryvidex LLC-USA
- ▶ Premium Transmissions Ltd.-INDIA
- ▶ Prithvi Ecosciences Pvt. Ltd.-INDIA
- ▶ Richcore Lifesciences Pvt. Ltd.-India
- ▶ S.S. Techno Services Pvt. Ltd.-INDIA
- ▶ Sanghvi Forging & Engg. Ltd.-INDIA
- ▶ Sea-Sky Marine Pvt. Ltd.-INDIA
- ▶ Sintech Precision Products Ltd.-INDIA
- ▶ Sugar India/Anekant Prakashan-India
- ▶ Aabkari Times-India
- ▶ Sugar Industry-Verlag Dr. Albert Bartens KG-Germany
- ▶ Taysan Makina Elk. GID. San. Vetic. Ltd.-Turkey
- ▶ Tender Tiger-India
- ▶ Thermodyne Technologies (P) Ltd.-India
- ▶ Varuna Biocell Private Ltd.-India
- ▶ Veego Instruments Corporation-India
- ▶ Ventilex-Netherlands
- ▶ Vesconite Bearings-South Africa
- ▶ WEG Electric (India) Pvt. Ltd.-India

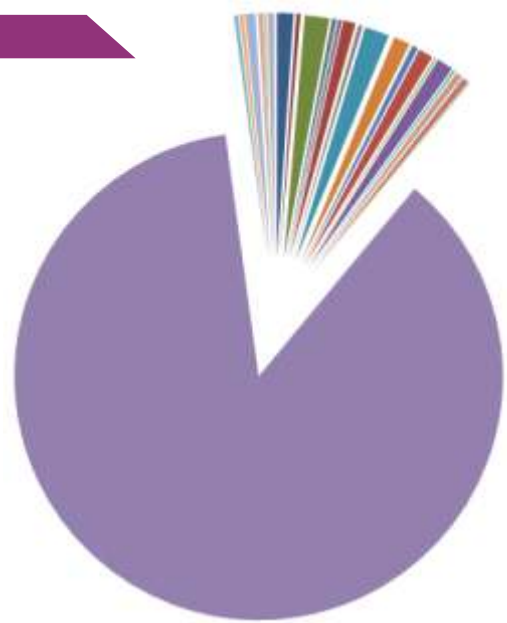
Visitors:

Visitors were very much targeted and only business oriented visitors were approached to get some serious business done during the expo. The visitors came from various sectors like Sugar Milling, Sugar Refining, Ethanol Plants, Distilleries, Cogen Plants, Sugar Cane Farming, inputs and consumables, water treatment, waste management, machinery and technology. The visitors comprises a mix of MD, CEO's, Chairman, General Managers and other senior functionaries which gave an instant decision and business during the expo itself. Exhibitors enjoyed real time business during this two days event. In this two days event there were 1000+ participants from more than 29 countries participated who witnessed the show



Country wise Participation

- | | |
|------------------|------------------|
| ● Singapore | ● Sri Lanka |
| ● Uganda | ● Mauritius |
| ● United Kingdom | ● Gabon |
| ● UAE | ● Ecuador |
| ● New Zealand | ● Australia |
| ● Sweden | ● Iraq |
| ● Vietnam | ● India |
| ● Italy | ● Czech Republic |
| ● Libiya | ● Turkey |
| ● Indonesia | ● South Africa |
| ● Germany | ● Ukraine |
| ● France | ● USA |
| ● Spain | ● China |
| ● Netherlands | |



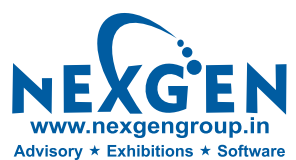
Media and Promotion:

The event was also backed by a strong media and PR which covered the event throughout the period extensively and with a holistic approach. A strong advertisement and coverage in Local and National Newspapers like Indian Express, Economic Times, Lok Satta, Financial Express, Hindustan Times, Times of India etc made the event a successful. Advertisement in industry related publications like Sugar India by ISMA, Sugar News Bulletin by NFCSF, Sugar India Book, International Sugar Journal, Sugar Industry Magazine and many more were part of strong media plan for the show.

We will meet you again in



Organizer



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