



TASHIKKA

TRADE FAIRS LIMITED

AFRICA WELLNESS & MILLET EXPO



27 28 29

SEPTEMBER 2023



KICC, NAIROBI - KENYA





INTERNATIONAL YEAR OF MILLET 2023



MILLET EXPO

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-allergic
- 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.

WELLNESS EXPO

Aspirational Audience : - The wellness Expo focuses on wellness and personal care. The exhibitors can showcase their products and services to an aspirational audience

Brand recognition & Visibility: - Exhibiting in the wellness expo allows companies to increase their:

- Visibility and brand recognition among a diverse audience, potentially leading to increased market share.
- Networking opportunities : The wellness expo is a platform to exhibitors to connect with industry professionals to create an opportunity for partnership and collaborations.
- Brand experience : Exhibiting in the wellness expo allows companies to create brand experience that goes beyond traditional advertising and marketing etc.

Market Insights :- Kenya has a population of 56 Million. Exhibiting in the Wellness Expo provided an opportunity for companies to gain market insights, including customer feedback and trends to draw market strategies

The first Edition of Africa Millets and Wellness Expo organized by Tashikka Trade Fairs Limited Kenya, will be held on **27 to 29 September 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.

MILLET 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 and Wellness.

Millets themed Food Court to create awareness about Millets and their relevance to food safety, health and environment. Participating organizations will create networks for mutual support and peer learning interaction - with policy and decision makers

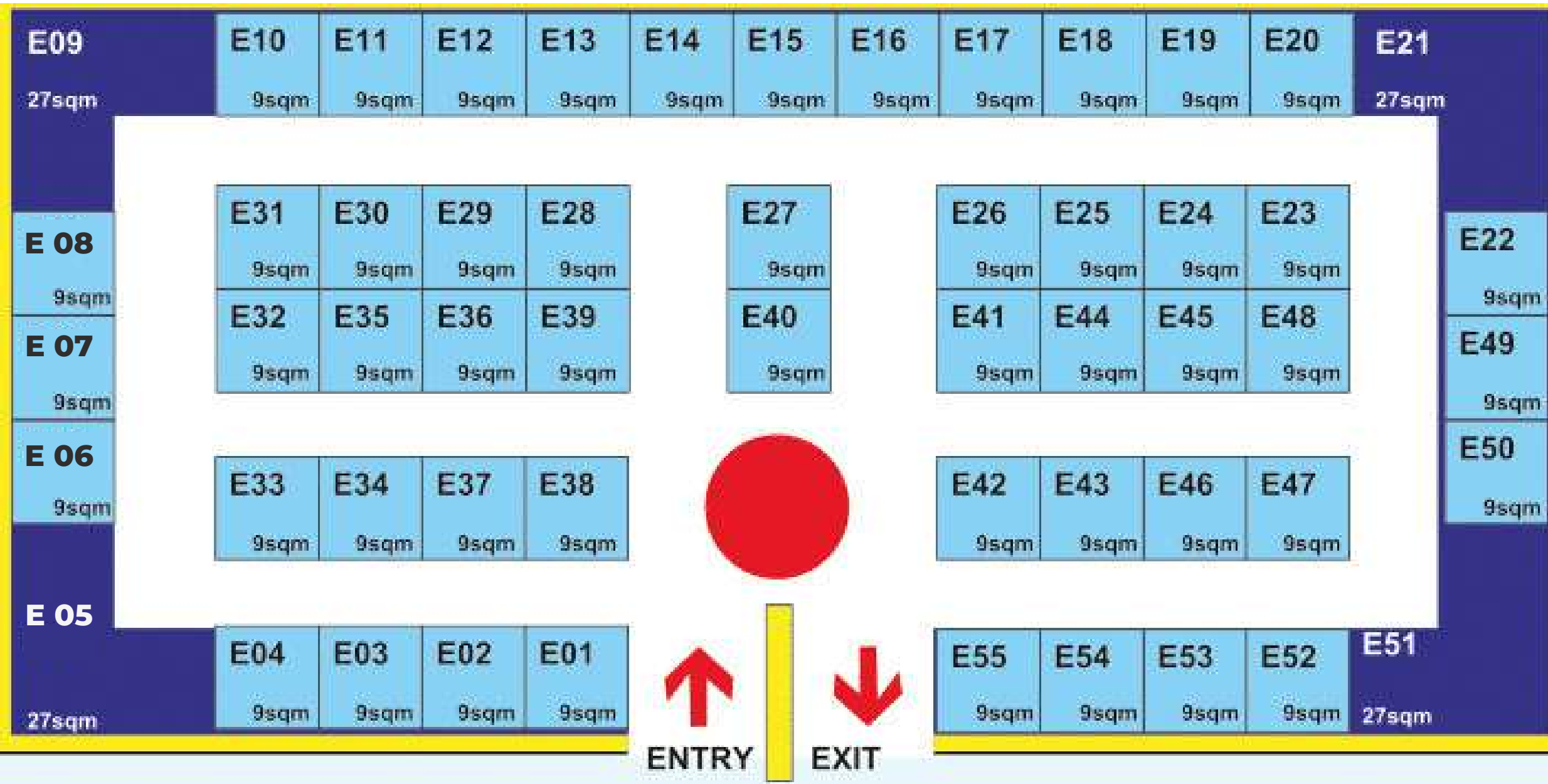
WELLNESS EVENT HIGHLIGHTS

- Yoga Workshop
- Public Outreach
- B2b Meetings
- Health Talk Awareness
- Knowledge sharing
- Meet with Experts.

ORGANISERS

Over 100 exhibitions across the world, Tashikka Trade Fairs Limited take businesses to new emerging & high potential markets. Tashikka's edge lies in its network, developed over the years through integrity and perseverance. The company has been instrumental in bringing the gap between the industry & the local requirements. With over two decades of experience of organizing Expo's and Conferences, Tashikka is well equipped to help the exhibitors to make inroads in most promising markets of Africa. Our Motto is 'Coming Together- Growing Together'

LENANA & ABERDARES HALL



EXHIBITOR PROFILE MILLET

- Raw Millets Products
- Processed millets products
- Millets Research Institutes
- Technology providers

Product Manufactures of:

- Confectionary and bakery items
- Snacks/Cookies/Rusk/Noodles/Namkeen etc
- Ready to eat meals including Pasta & Bread
- Flour
- Instant Drinks
- Cereals
- Breakfast Items

EXHIBITOR PROFILE WELLNESS

- Aesthetic & Reconstructive Surgery Clinics
- Dental Health and Aesthetic Clinics
- Eye Hospitals
- Diabetologists
- Hair Transplantation Clinics
- Infertility Hospitals and Centers (IVF Clinics)
- Health Tourism Agencies
- Baby & Infant Product
- Cosmetics/Equipment
- Health Consultants
- Yoga Centres/Teachers
- Therapists
- Bariatric Surgery Clinics
- Gastroenterology Clinics
- Transplantation Services
- Oncology Branch Clinics
- Physical Therapy and Rehabilitation Centers
- SPA and Wellness Centers
- Slimming & Diet Clinics
- Thermal Health & Cure Centres
- Bariatrics Centres
- Ayurvedic Therapy Equipment
- Herbal Medicines
- Fitness Equipment
- Herbal Products
- Therapy Mattresses

HEALTH BENEFITS OF MILLET

- A good source of protein, fiber, key vitamins, and minerals
- May help control blood sugar levels
- Rich in antioxidants
- Good for Heart Patients
- Aids in Sleep
- Helps in relieving menstrual cramps



- Millet Reduces Risk of Colon Cancer
- Millet Decrease High Blood Pressure
- Prevents Celiac disease
- Helps in slowing down muscle degradation

VISITOR PROFILE

- Farmers Organizations
- Producers,
- Wholesalers
- Retailers
- Buyers and Sellers - Food and Beverages
- Government agencies
- Hospitals
- Exporters, Importers and Trading Companies
- Health care professionals
- Pharmacists
- Investors

- Yoga Centers / Yoga Experts
- Diabetologists
- Restaurateurs
- Chefs and Caterers
- National & International Organic Experts and speakers
- Supermarkets, Department Stores Speciality chain stores
- service companies(Certification Agencies, Agriculture institutions, Food Consultants

- Health-conscious consumers
- Students from agricultural university
- Agripreneurs / Nutritionist
- Technologists and Bloggers
- General public
- Health tourism agencies
- Travel agents
- Doctors
- Insurance companies



ORGANIZERS



TASHIKKA
TRADE FAIRS LIMITED

35 ENTERPRISE ROAD, P.O BOX 38099 - 00623 NAIROBI, KENYA
TEL: +254 741 220 303 , +254 736 309 264 , +254 734 591 137, +91 986 7937788
Email: Info@tashikka.com
www.tashikka.com

INDIA PARTNER



Intel Expro India
INEXIN

B1/801, Sahara Grace, Sec. 28, Gurugram 122001, India
contact@intelexproindia.com
+91 9871041888/+91 9811099332

