

*Dubai*  
**GULFOOD  
EXPO**

**2024**

19-23 February

*Gulfood*

**19-23**  
— FEB 2024  
DUBAI WORLD TRADE CENTRE



## OUR **LEADERSHIP.**

Stronger than ever



**Bal Mukand  
Sharma**

■■■■  
**Chairman  
& MD**



**Pawan  
Manchanda**

■■■■  
**COO &  
Business Head**



**Kanchan  
Sharma**

■■■■  
**Vice Chair  
Person (CSR)**



**Himank  
Sharma**

■■■■  
**Chief Learning  
Officer (CLO)**



## Chairman's Message

It gives me an immense pleasure to welcome you to the International Gulf Food Show, Dubai from 19th to 23rd February, 2024. Our theme is connect Buyers and sellers worldwide especially in food sector in addition to attracting investments in Food Processing Sector, which is close to heart subject of our Hon. CM Sh. Bhagwant Mann Jee. We bring together a delegation in terms of sectors covered and having very vibrant enthusiasm.

During our recent trip to major 5 countries of Europe our company have come across legends of food industry who are joining us at Dubai.

As we all know that India is one of the world's fastest growing economy and has the largest youth population and Punjabis have now become global citizens. Our company is determined to attract investments from all over the globe with our network to boost economy of Punjab. We will leave no stone un-turned to connect big multinational food chains to market Punjab farmers produce after its value addition. At Dubai we will connect buyers and sellers and supplement the efforts of exporters and importers.

These trade delegations are always long term investments and deepen the relationship and we are happy to do our part through this Dubai visit. Because, in the end , these delegations are as much about making and maintaining connections as much about making new ones. You never know where a connection might lead perhaps immediately, perhaps eventually. However , not making connections at all, is a certain loss. Between a probable benefit and a certain loss , I am sure you will agree that the probable benefit is certainly worth pursuing.





ਗੁਰਮੀਤ ਸਿੰਘ ਖੁੱਡੀਆਂ  
Gurmeet Singh Khudian

ਟੈਲੀਫੋਨ ਨੰ: 0172-2740810



ਅ.ਸ.ਪੋ ਨੰ: PS/AFWM/2024/172  
D.O. No.

ਖੇਤੀਬਾੜੀ ਅਤੇ ਕਿਸਾਨ ਭਲਾਈ, ਪਸ਼ੂ ਪਾਲਣ,  
ਮੱਛੀ ਪਾਲਣ, ਡੇਅਰੀ ਵਿਕਾਸ ਅਤੇ ਫੂਡ ਪ੍ਰੋਸੈਸਿੰਗ  
ਮੰਤਰੀ, ਪੰਜਾਬ  
Agriculture, Animal Husbandry,  
Fisheries, Dairy Development and  
Food Processing Minister, Punjab.

ਮਿਤੀ, ਚੰਡੀਗੜ੍ਹ: 11/02/24  
Dated, Chandigarh

### MESSAGE

I am delighted to learn that your organisation, V Consult, a subsidiary of Virgo Projects Private Limited, is bringing investments in the food processing sector to Punjab from your global network. I will be in Dubai from 19th to 23rd February, 2024, with my senior officers and I will gladly welcome the investors and guarantee them full support from the Punjab Government.

I appreciate your valuable contribution to the women self-help groups and the farmer's producer companies, especially in branding, packaging and marketing their products with your expertise from Markfed.

The Punjab Government, under the able leadership of our Hon'ble CM Sardar Bhagwant Mann Ji, is striving to transform Punjab agriculture and increase the income of farmer's. We aim to boost the export of our agri produce and we hope that all the major multinational food chains across the world will become our customers for our vegetables, fruits, rice, jaggery, meat and other processed foods.

I wish you and your team a great success in organising the Dubai event and I assure you of my full support.

With Best Wishes,

Yours Sincerely,

(Gurmeet Singh Khudian)

Shri Bal Mukand Sharma





**PUNJAB AGRO**

**MANGAL SINGH**  
Chairman

ਮੰਗਲ ਸਿੰਘ  
ਚੇਅਰਮੈਨ

Ref no. 06 - 12/02/2024



Dear **Mr. Bal Mukand Sharma ji**,

I am very happy to know that your company is taking a delegation to participate in the international gulf food show being held in Dubai from 19<sup>th</sup> to 23<sup>rd</sup> Feb.2024, where our organization is also participating under the able leadership of our worthy Agriculture, Animal Husbandry and Food Processing Minister **Shri Gurmeet Singh Khuddian ji**.

Food Processing industries is need of the hour to boost the economy of the Punjab. Honourable Chief Minister **Shri Bhagwant Maan ji** always encourages us to promote investment in food processing so that income of our farmer increases and more employment opportunities are created.

We will appreciate your efforts to attract investments during our meeting at Dubai. I also acknowledge your selfless efforts to promote our Five River brand of organic products on which you have already produced, directed and hosted more than 100 episode which are available on our YouTube Channel "Five Rivers" in additional to its telecast from Jalandhar Door Darshan for more than 2 Years.

We look forward to have long term relations with you along with international buyers you connect with us in Dubai for export our products.

We wish you and your team a grand success in your efforts.

Bal Mukand Sharma  
Chairman & Managing Director  
Virgo Projects Private Limited Mohali

*M Singh*  
**Mangal Singh**  
Chairman  
Punjab Agri Export Corp. Ltd.  
Plot No.2A, Sector 28-A,  
Madhya Marg, Chandigarh

**PUNJAB AGRI EXPORT CORPORATION LIMITED**

(A Punjab Government Undertaking)

Plot No 2 A, Sector 28A, Madhya Marg, Chandigarh - 160 002 (India)

CIN : U51909CH1997SGC019321



mangabassi77@gmail.com



+91 172-2640828



www.punjabagro.gov.in



www.fiveriverspb.com



**Amandeep Singh Mohie**  
Chairman

### **Message**




Dear Shri Bal Mukand Sharma Jee,

It gives me an immense pleasure to know that you as Chairman and Managing Director of Virgo Projects Private Limited are promoting the marketing of Agri produce of Punjab at international Gulf Food Show being held at Dubai from 19 to 23 Feb, 2024. It is further heartening to know that your company is also making efforts to attract the investments in Punjab especially in Food Processing Sector from your global network.

Our Hon'ble CM, Punjab Shri Bhagwant Singh Mann jee has already directed us to work hard for promotion of Food Processing Industry in Punjab so that the income of farmers is enhanced and more employment opportunities are created. We are sure that your experience of more than three decades serving Markfed having illustrious track record before retiring as AMD Markfed, will help us in expanding our sales worldwide.

You, being an agriculture graduate from PAU and MBA in Marketing Management supported by experience in Food Exports, Procurement operations, packaging, Branding and marketing of Agri produce is bound to benefit the farmers of Punjab.

I wish you and your entire team a grand success for attracting investments in Punjab and improving the sale network of Markfed projects.

  
(Amandeep Singh Mohie)





## Pawan Manchanda

Pawan Manchanda is a proud global citizen of India, hailing from Chandigarh, the first modern city of independent India in North India.

As a driving force and co-founder of The V Consul, a subsidiary of Virgo Projects Pvt Ltd, my vision and mission are centered around providing unparalleled information, authenticity, due diligence, and solutions to our esteemed clients and partners, facilitating the realization of their entrepreneurial dreams.

Within The V Consul, my responsibilities encompass overseeing business growth and global expansion, cultivating new markets and client relationships, formulating business and governmental policies, facilitating impact investments, orchestrating events and expos, fostering joint ventures, facilitating mergers and acquisitions, driving innovation in new technologies, securing funding, orchestrating media entertainment and film ventures, managing film festivals, orchestrating political campaigns for both parties and individuals, and fostering bilateral trade and delegations.





# Serving the Global Business Landscape



## Launch Assistance

V Counsel offers a comprehensive "Business Set-Up" service designed to facilitate the establishment of enterprises across the globe with ease and efficiency.



## Funding : Equity & Debt

The V Consul offers an extensive suite of financial services, among which "Funding - Equity & Debt" stands out as a cornerstone offering.



## Joint Ventures

The V Consul offers an extensive suite of financial services, among which "Funding - Equity & Debt" stands out as a cornerstone offering.



## Podcast & Studio Set-Up

The V Consul offers a premium service in creating podcasts for clients in their state-of-the-art studio.



## IT Solutions & Web Presence

The V Consul delivers comprehensive IT solutions and web presence services, catering to the digital needs of businesses across various industries.



### **Merger & Aquisitions**

The V Consul offers a specialized service in mergers and acquisitions, serving as a strategic advisor to businesses navigating complex transactions.



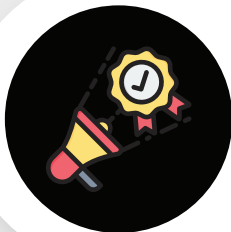
### **Government Liason & Networking**

The V Consul offers an invaluable service in government liaison and networking, serving as a strategic partner for businesses seeking to navigate the complexities of governmental relations.



### **Event Management & Expo**

The V Consul offers a comprehensive service in event management and expo coordination, providing clients with seamless solutions to bring their visions to life.



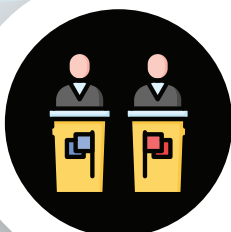
### **Designing, Planning & Execution of Brand Campaign**

The V Consul offers a dynamic and comprehensive service in brand campaigning, dedicated to elevating clients' brands through strategic and innovative marketing initiatives.



### **Setting up Stockist, Distribution & retail network**

The V Consul specializes in setting up distribution chains, offering tailored solutions to businesses looking to establish efficient and effective distribution networks.



### **Designing Political Campaign for Party & Individual**

The V Consul specializes in political campaigning, offering comprehensive services tailored to the unique needs of candidates and political parties.

# Serving the **Global** Business Landscape



## **Celebrity Endorsement**

The V Consul offers a specialized service in celebrity endorsement, leveraging the power of celebrity influence to enhance brand visibility and credibility.



## **Bilateral Trade & Delegation**

The V Consul offers a comprehensive service in Bilateral Trade & Delegation, facilitating mutually beneficial partnerships and connections between businesses, organizations, and governments worldwide.



## **Association with Worldwide Chambers of Commerce & Business**

The V Consul prides itself on its invaluable service of forging connections and associations with worldwide Chambers of Commerce and Business entities.



## **Innovation , R &D, Start up Fund**

We support the trailblazers who dare to dream as for us imagination is more important than knowledge. We look forward for ideas , think tank , innovation , impact investment to make this planet live in harmony , R & d , Angel fund & seed fund. We provide you the platform for expansion and growth.



## **Film Startup Fund**

We at The V Consul launching first and exclusive Film Start up Fund – where we will be supporting & assisting the film makers a complete film set up & package. We invite Artists, Directors, Producers, Channels and OTT to pitch their plan on every last Saturday of the month





## **Mr. Sukhdev Singh Josan**

With over 30 years of rich experience in the culinary industry, Sukhdev Singh Josan stands as a distinguished figure in the world of gastronomy. As the visionary behind the beloved and successful restaurant, Badshah, located in the heart of Hamburg, he has not only captured the essence of authentic flavors but also the hearts of food enthusiasts far and wide. Badshah is not just a restaurant; it's a testament to Sukhdev's dedication, expertise, and passion for delivering exceptional dining experiences. Recognizing the soaring demand and popularity of Badshah, Mr. Sukhdev is currently embarking on an ambitious journey to expand his culinary empire through franchising, promising to spread the unique taste and unmatched service of Badshah to food lovers everywhere.





**Mr. Avtar  
Singh**

Avtar Singh is a seasoned professional with over two decades of experience in the plastic recycling industry, import and export of goods, and the real estate sector. With a deep understanding of the complexities associated with the global trade of recyclable materials, Avtar has been at the forefront of promoting sustainable practices within the industry. His expertise extends to navigating the intricacies of international markets, ensuring the efficient and ethical movement of goods across borders.







**Mr. Rajiv Goyal**  
**Shakti food Exports**  
**Malerkotla**

We are leading manufacturer and exporter of premium-quality edible oils, committed to delivering health and well-being through our products. With a focus on quality, innovation, and sustainability, we strive to exceed customer expectations and contribute positively to the global food industry.

**Mission:**

Our mission is to promote health and wellness by providing consumers with superior quality edible oils derived from the finest natural ingredients. We aim to be recognized globally as a trusted brand synonymous with purity, nutrition, and sustainability.







**Mr. Amit Sawhney**  
**Managing Director**  
**Nippon Group of Companies**

A versatile business leader with proven abilities across all levels of organizational management and a significant background in international business. Astute talent in developing partnerships, overseeing personnel and developing tactical plans to meet strategic goals. Proven leader and mentor with exceptional ability to always inspire his team to exceed their potential.

President – European Chamber of TPCI

Founder member - India Spanish chamber of commerce in Madrid

Hosted Speaker at many international business forums, latest being G20 Conclave and CII India Nordic Baltic Business Conclave

**VISIT US AT**  
Booth#  
**CC8-28**  
Concourse 2  
*Gulfood* | 19 - 23  
FEB 2024



NIPPON GLOBAL

Booth CC8-28, Novotel Entrance, Opp to Del Monte Trade Center, Dubai.

Brought to you by: Nippon Global SL & KIZ Foods



**Sahiba**





**Mr. Dilip Singh Mandher**  
**Managing Director**  
**AFT Italy**

Being partners of one of the largest Millers & Exporters of Premium Quality of Basmati Rice from India, we at AFTEUROPE serve to more than 500 clients in Europe. Having opened a facility in Europe in 2003, we ensure to give quality and service to our clients and deliver goods as per European standards. Our Khushboo brand is one of the leading brands for Basmati Rice in Europe with presence in major multiple chains, helping us to increase volumes and our presence in the European market.

FEBRUARY 19-23 2024  
Dubai World Trade Centre  
**STAND NO.: Z5-F63**  
**HALL NO. : ZA'ABEEL HALL 5**



for queries:

**MR. DILIP MANDHER** | + 39 392 192 4357

EMAIL ID : mail-sales@befsr.eu





**Mr. Ramesh Aggarwal**  
**Managing Director**  
**Chandigarh Sweets**



With a visionary zeal and an unwavering commitment to excellence, Mr. Ramesh Aggarwal stands at the helm of Chandigarh Sweets Limited, leading the company on a transformative journey that spans nearly three decades. As the driving force behind the company's success, his entrepreneurial spirit and dedication have propelled Chandigarh Sweets Limited to remarkable heights, establishing it as a beacon of quality and innovation in the confectionery industry.

Driven by a passion for excellence and a relentless pursuit of perfection, Mr. Aggarwal's journey is far from over. With Chandigarh Sweets Limited poised for continued growth and expansion, he remains steadfast in his commitment to pushing boundaries, exploring new horizons, and delivering unparalleled quality to customers around the world.

In Mr. Ramesh Aggarwal, we find not just a founder and managing director, but a visionary leader whose relentless pursuit of excellence continues to shape the future of Chandigarh Sweets Limited and inspire generations to come.







**Mr. Mukesh Malik**  
**Chief Executive Officer**  
**Chandigarh Sweets**



Mukesh Malik is a seasoned professional in dairy technology and management, boasting a Master's degree in Management. With a rich background spanning both the dairy and food industries, he has honed his expertise and developed a deep passion for preserving and globalizing traditional Indian products. Throughout his illustrious career, Mukesh has meticulously worked with various traditional items, notably during his tenures at Bikanervala and presently with Chandigarh Sweets Limited.

Mukesh is adept at navigating the intricate web of certifications required by regulatory bodies worldwide. He ensures strict compliance with regulations spanning from FDA in the USA to FSSAI in India, CFIA in Canada, EU regulations in Europe, and FSANZ in Australia and New Zealand.

Recognizing the dwindling number of skilled craftsmen in the industry, Mukesh spearheads efforts towards automation to sustain traditional Indian practices. His ambitious sales targets and unwavering dedication propel him to elevate the traditional Indian food industry onto the global stage, preserving India's rich culinary heritage for generations to come.





**Mr. Ajay Veer  
Sehgal**

Surya Telecom Pvt. Ltd. was setup by first generation entrepreneur in 1998 and since then it has been focused on providing communication and electronic systems solutions to Police, Paramilitary and Law enforcement agencies. Besides these main customers, Surya has serviced clients like Oil and Gas fields, Power generation & distribution organizations, Forest guards and other utility organizations. Today, Surya counts among its customers virtually every law enforcement organization in the country.







**Mr. Gurjit  
Grewal**

Your trusted partner for all things natural and conventional herbal products. We are excited to introduce our company to trade partners who are passionate about providing high-quality products to their customers.

Garry N Sun Organics was established in 2021. We firmly embrace the innate potential of nature to provide nourishment and promote healing, which is why we have dedicated ourselves to manufacturing and sourcing exceptional herbal products that meet the highest standards of quality and purity.

As an ISO 9001:2000 certified company with HACCP, ISO 22000, and FSSAI certifications for our quality management system, we pride ourselves on delivering products that adhere to stringent guidelines. Along with these certifications, Garry N Sun Organics is NPOP, NOP, and Ayush certified.





**Mr. Kuljeet Sandhu**





















Kuljeet Sandhu is a CEO of Nalwa Aero, India's pioneering organization dedicated to advancing the development of 5-seater eVTOLs. With a remarkable three-year commitment to this project, he is honored with the Innovation of the Year 2023 award in India. He is a certified UAV instructor by DGCA, India, he envisions elevating UAV missions in both drones and eVTOLs. As an electronics engineer, he previously contributed to Vodafone's Radio Frequency department.

Additionally, Kuljeet is actively involved in the Skill India Livelihood Mission, having successfully trained over 30,000 candidates over the past decade through his parent organisation IQVL.





# Our Prestigious Clients

# Our Advisory Board



**Ajay Veer Sehgal**

MD - Surya Telecom



**Karamjeet Sarah**

Former IAS Officer



**Dilip Singh Mandher**

Founder - AFT  
Italy



**Narendra Singh Brar**

Chairman - Pagro Foods



**Ramesh Aggarwal**

MD - Chandigarh Sweets Ltd.



**Sukhdev Singh**

Hamburg  
Germany



**Kashneet Singh**

Director - ADAKS Tiles  
Parague, Czech Republic



**Avtar Singh**

Director - ADAKS Tiles  
Parague, Czech Republic



**Barjinder Sodhi**

President, GOPIO  
Berlin, Germany



**S.M. Goel**

Former Vice Chairman  
UNDP projects of the  
Dept. of Industries & Commerce



**Amit Sawhney**

MD - Group of Companies  
Madrid Spain



**M.S. Aujla**

Advisor, Pb CSR Authority





# Our Advisory Board



**Parveen Sharma**

Travel Consultant, Events, Marketing,  
Destination Management Services  
Madrid, Spain



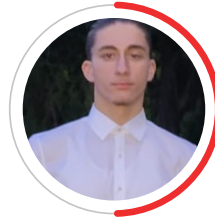
**Kuljeet Sandhu**

Founder  
Nalwa Aero



**S. Manjit**

Founder - API Energie  
France



**Manvir Singh Josan**



**Shiv Kumar**

Legal Advisor



**Raman Kaplish**

Legal Advisor



**Lovde**

Legal Advisor



**Srishti Guglani**

IT Backend



## OUR GLOBAL PRESENCE



1569, Ph-3b2 SAS Nagar - 160059