

## Sugarasia 2008 to be held in Delhi in July

*Sugarasia 2008, which is India's only international exhibition dedicated to Sugar, Distillery, Ethanol and cane Farming, will be held from July 25 at Pragati Maidan in Delhi. This three-day long event is being organized by Nexgen Exhibitions Pvt. Ltd. and will provide a unique platform to Sugar and related industry to see the latest and best available Technology, Equipments, Services, Input and Output. It would also be a launching pad for new products and services, new technologies as well as joint ventures and collaborations.*

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'Sugarasia'08 will provide a wonderful platform for exhibitors from across the globe to showcase their products. The exhibition will mainly focus on Sugar, Distillery, Ethanol and Mechanized Cane Farming.' says V K Bansal of Nexgen Exhibitions. This is the very first time that the event will be held in India and looking at emergent need of Sugar Industry, Mr. Bansal is sure of Sugarasia's success.

Exhibition is getting a very positive response from industry leaders and is being supported by institutions like International Sugar Organisation, Indian Sugar Mills Association, National Federation of Co-Op Sugar Factories Limited, All India Distillers Association, The Ethanol Manufacturers Association of India and International Association of Professionals in Sugar and Integrated Technologies. Sugarasia is committed to highlight the latest development in Sugar and downstream industry.

'The exhibition will be a meeting point for manufacturers, services providers, consumers, exporters/importers of Sugar and related products thus providing a unique opportunity to exhibitors to interact with highly targeted and closely focused visitors and to make new business contacts', says Bansal.

Targeted exhibitors for Sugarasia'08 exhibition are firms/companies dealing in Technology, Equipments, Chemicals, Processings, Packings and handling of Sugar, Alcohol, and Ethanol etc. It will also focus on mechanized Cane farming as well as latest equipments and inputs for better cane yield. Main focus shall be technology for making Ethanol directly from Sugar Cane as blending of Ethanol in petrol is mandatory now.

There will be a two days long conference concurrent to event. Conference will deal with various value additions available to Sugar Millers in order to maintain their viability.

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Nexgen Exhibitions Pvt. Ltd., is the leading organizers of international B2B and B2C trade fairs and exhibitions. Apart from Sugarasia, Nexgen also organizes another international level exhibition Lubeasia ([www.lubeasia.com](http://www.lubeasia.com)). Some of its future projects are The Great International Shopping Carnival, Build n Style, and International Pulp n Paper Expo. Nexgen's exhibitions are aimed for all round development of Trade and Industry and the basic aim of the company is to identify the potential of any particular industry and to facilitate the constituent of such industry to explore all possibilities for their trade and business.

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You can also visit [www.nexgengroup.in](http://www.nexgengroup.in) for more information.