

JOIN THE WORLD'S NUMBER ONE FOOD INNOVATION NETWORK



FOOD INDIA
Inspired by **SIAL**

16-18 September 2018

Pragati Maidan Exhibition Centre,
NEW DELHI, INDIA

www.foodindia-bysial.com

Organised by:



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LOOK DEEPER INTO THE INDIAN FOOD MARKET

A booming economy

- Among the fastest-growing economies in the world: 7.6% growth per year.
- 1.3 billion consumers with increasing demand for branded food.
- 4th-largest economy in terms of purchasing parity, the middle class will represent 300M inhabitants by 2025. As a result, food imports will grow significantly.
- India ranks 2nd in terms of total food production globally.
- By 2020, India will have 900 million people of working age, and the average age of its citizens will fall to 29. Two years later, it should pass China to become the world's most populous country.

Proactive government policies

- Attractive fiscal incentives.
- GST, one of India's most significant tax reforms in decades, in place since July 1, 2017.
- 100% FDI in retail marketing, including via e-commerce, of food products that are produced and / or manufactured in India.
- 42 Mega food malls to be opened across the country in the next 3 to 4 years.
- Single-window clearance.
- Significant investments in world class ports, logistics and supply chain infrastructure.

Food processing

- Opportunity for investors across the food processing supply chain.
- The food processing sector ranks 1st in terms of employment and number of factories in operation and 3rd in terms of output. The food processing market is expected to grow by 100% in 2020.

Retail & food chains

- The industry grew by 7.1% in 2013-14, and the online food delivery industry by 150% in 2016. Modern-trade penetration is expected to grow rapidly over the next 5 years.
- Major international retailers & food chains already in: Wal-Mart, Amazon, McDonald's, YUM!, Starbucks, Subway, Burger King, Worldwide & Wendy's.

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REASONS TO EXHIBIT

- Exhibit products /technologies /services to national and international buyers
- Develop and promote food business in India
- Networking with the industry /establishing business contacts
- Appoint agents and distributors
- Build brand awareness
- Launch new products
- Market research /gauge market trends



PRODUCTS FEATURED AT THE SHOW

F&B products:

- Alcoholic and non-alcoholic beverages
- Baby food
- Bakery, biscuits
- Coffee & tea
- Dairy products
- Fine food
- Fruit and vegetables, dry fruits, nuts
- Frozen food
- Grocery
- Ingredients & additives
- Juice & energy drinks
- Meat and poultry
- Organic, health products
- Preserved foods
- Ready meals – Snacks
- Rice
- Sea food products
- Sweets & confectionery
- Wine
- Pet food

F&B process equipment

- Food processing technology
- Vegetables and fruit technology
- Beverage technology
- Coffee, tea, tobacco technology
- Aroma essence and spice technology
- Packaging equipment
 - Packaging machines
 - Labelling machines
 - Inspecting, checking and sorting machines
 - Food packaging materials
 - Plastic packaging
 - Caps & closures
- Safety, quality management
- Operating materials, environment technology, biotechnology
- Refrigeration and air-conditioning technology
- Tableware & glassware products
- Bar equipment & supplies
- Kitchen support equipment
- Conveying, transport and storage facilities

Hospitality & Catering including Bakery & Confectionery equipment

- Food display equipment
- Fast food kitchen equipment
- Commercial coffee machines
- Food & drink vending solutions
- Bakery equipment
- Refrigeration equipment
- Cutlery & Art D'Table product
- Food decoration product
- Wellness and spa
- Hygiene & cleaning

OUR AUDIENCE

Around 8,500 trade visitors expected

- Importers, distributors, wholesalers and retailers
- Overseas buyers / trade delegations
- Organised retailers, mega chains, fast food chains, departmental stores
- Executive chefs & executive housekeepers
- Hospitality procurement heads
- Start-ups & entrepreneurs
- Airlines
- Bakeries
- Hotels, restaurants, bars, clubs and resorts
- Food caterers
- Food manufacturers
- Food service institutions
- Duty free
- Packaging and distribution centers
- Supermarkets, grocery and convenience stores
- Cash & carry markets and hypermarkets
- Purchase professionals & consultants
- Overseas & Indian industry associations
- Hospitality service providers
- B2G
- Diplomatic & commercial representatives of foreign missions in India
- Policy makers & media, etc.



Top 10 biggest suppliers in India

Indonesia, Argentina, Malaysia, Ukraine, Brazil, Canada, USA, Australia, Myanmar, Tanzania

**source : ITC calculations based on UN COMTRADE*

Increasing demand for international products

- Confectionery, chocolate, sweets, biscuits
- Exotic fruits & vegetables: kiwi, apple, pear, broccoli, zucchini, mushrooms, eggplant, etc.
- Dry fruits: almonds, pistachios, berries
- European cuisine
- Chinese, Japanese, Thai & Mexican cuisine
- Fruit & vegetable juice
- Energy drinks
- Sauces, preparation mixes, condiments & seasonings
- Ready meals
- Bakery
- Non-veg products
- Wines & spirits



“ We welcome SIAL to India and their association with us as a valued partner. ”

Mrs. Harsimrat Kaur Badal,
Hon'ble Minister for Food Processing Industries,
Government of India

Left to right:

- Mr. Rajan Sharma, MD, Inter Ads Exhibitions Pvt. Ltd.
- Mrs. Valérie Lobry, AFCO Division General Manager, Comexposium
- Mrs. Harsimrat Kaur Badal, hon'ble Minister for Food Processing Industries, Government of India
- Mr. JP Meena, Secretary, Ministry of Food Processing Industries, Government of India

PACKAGE CONTENT

- A 9sqm booth, fully equipped
 - Carpet, modular melamine partitions and stand sign flag
 - Power supply, lighting & socket
 - 1 table, 2 chairs & 1 dustbin
 - Fascia panel with company's name
- Registration fee (included)
 - Listing in the official show catalogue and on the show website
 - A copy of the show catalogue
 - Invitation cards



COVERAGE OF THE SHOW

Massive local promotion throughout India within the 16 regions to be covered

- Advertisements and articles in trade magazines & websites
- Print / Digital Media
- Email blast /online promotions /online advertisements
- Road Shows
- One-to-one meetings
- By mail/courier: brochures /leaflets /flyer /invitations

International promotion

- Thanks to SIAL Network (media, agents, website)

Find out more on www.foodindia-bysial.com

FOOD INDIA, *Inspired by SIAL*

is organized by Inter Ads Exhibitions Pvt. Ltd. (India) and SIAL

Save the Date: 16-18 September, 2018

Pragati Maidan Exhibition Centre, New Delhi, India

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JOIN SIAL NETWORK

GOURMET SELECTION*

Paris

• 24-25 September 2017

• 23-24 September 2018

www.salon-gourmet-selection.com

SIAL INTERFOOD*

Jakarta

• 22-25 November 2017

• 21-24 November 2018

www.sialinterfood.com

SIAL MIDDLE EAST*

Abu Dhabi

• 12-14 December 2017

• 4-6 December 2018

www.sialme.com

SIAL CANADA*

Montreal

• 2-4 May 2018

Toronto

• 30 April-2 May 2019

www.sialcanada.com

SIAL CHINA*

Shanghai

• 16-18 May 2018

• 14-16 May 2019

www.sialchina.com

SIAL PARIS**

Paris

• 21-25 October 2018

www.sialparis.com

*Annual **Biennial