

SIAL

INSPIRE FOOD BUSINESS



LOOK DEEPER

New Delhi



**The Indian food
innovation exhibition**

19-21 SEPTEMBER 2019

PRAGATI MAIDAN EXHIBITION CENTRE

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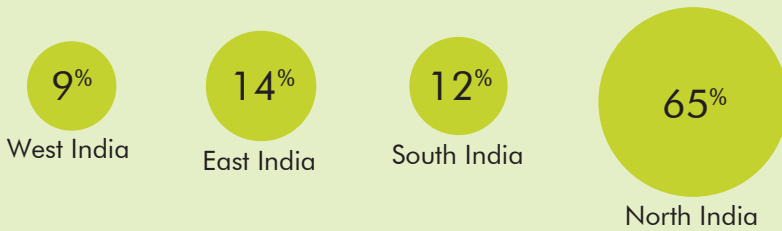
Our Market

- Among the fastest growing economy in the world, India is the world's 6th largest economy by nominal GDP & the 3rd largest by purchasing power parity (PPP)
- Ease of doing business: Strong focus from India that leaped 54 places in the ranking and move to the 77th position
- 7 cities among the 50 largest cities in the world : Delhi being the 4th one in the world
- Highest numbers of young consumers with an increasing demand for branded, alternate and easy to cook food, 300 M middle class inhabitants expected 2025 looking for international products
- 100% FDI under the automatic route permitted in the food processing sector
- While, 100% FDI under the approval route is permitted for trading through e-commerce in respect of food products manufactured or produced in India
- Implementing state of the art testing facilities in the 42 mega food parks of the country to encourage export of agri-commodities

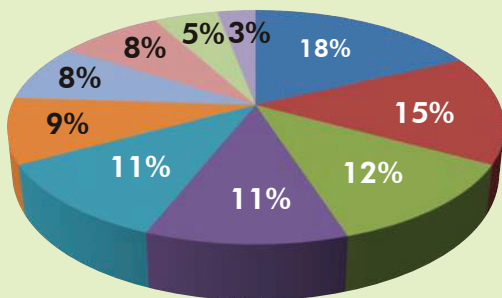
The seven strong demand drivers of the food and beverage industry of India are:



Indian Visitors By Region



Visitor Categories



Institutional Attendance (2018)

Mrs Harsimrat Kaur Badal, Minister for Food Processing Industry, Government of India, celebrating the Opening Ceremony



- | | |
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| Importers, distributors, wholesalers and retailers | Food service institutions |
| Overseas buyers / trade delegations | Supermarkets, grocery & convenience stores |
| Executive chefs | B2G |
| Hospitality procurement heads | Diplomatic & commercial representatives of foreign missions in India |
| Food manufacturers | Policy makers & media, etc. |

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Events & Features Include



SIAL Innovation

A unique celebration of innovative food and beverage products! All finalists will be displayed within the dedicated Innovation Area at SIAL India, and the 3 most innovative products will be judged Gold, Silver and Bronze winners according to the jury appreciation.



Alternative Food Forum

When it comes to healthier food, more respectful of nature and of animal well-being, this is definitely the place to be! Thanks to conferences and round tables, discover the future of the food industries and seize new opportunities!



Drinks Theatre

This event is dedicated to wine & spirit makers and retailers. Take part and exchange on opportunities & showcase innovations through exclusive tastings and talks!



SIAL Conference

Food market trends presented by industry leaders and experts.



La Cuisine

An area where the best chefs perform live culinary demonstrations.



"We estimated our ROI from 6 months to one year of turnover. We are extremely likely to recommend FOOD INDIA to the industry"

- Russia - Nevsky Konditer



"Excellent experience ! It was very encouraging ! The conferences were very good and we got lots of networking opportunities which are going to help us"

- Veeba Foodservice Pvt, India



What to expect in 2019?

300+
EXHIBITORS

8000+
VISITORS

15+
PARTICIPATING COUNTRIES

GET MAXIMUM COVERAGE Media Coverage + Marketing Plan

Advertisement on Magazine & Newspaper

Promote activities through social media

15
Participating Countries

National and International Media Coverage

Promote activities through SIAL Network

