

India to host a Mega International Food & Beverage Trade show

– ‘Indus Food’ in January, 2018

- A Ministry of Commerce and Industry & Trade Promotion Council of India (TPCI) initiative to bring together buyers and sellers from the F&B Industry
- Over 400 Indian suppliers to demonstrate their food production capacities to more than 500 global buyers from the F&B industry across the world

New Delhi, 25 July 2017: With the Indian F&B industry on a massive growth trajectory and revival of Global trade in food and beverage witnessing a fair amount of growth, the Trade Promotion Council of India (TPCI) with the support of the Ministry of Commerce and Industry, Department of Commerce, Govt. of India, today, announced the inception of India’s first ever Mega Global Food & Beverage Trade Show - ‘**Indus Food**’. The logo and the event website was launched by the Commerce and Industry Minister, Mrs Nirmala Sitharaman at a gala event represented by Embassy officials of different countries, trade leaders and top exporters from India. With an objective to make India a global trading hub, ‘Indus Food’ will be organized at India Exposition Mart, Greater Noida from 18th -19th January 2018. India being a key food supplier in various categories, Indus Food, will bring together Indian exporters and international buyers under one roof to facilitate opportunities for business transactions and mutual benefits contributing to the food industry worldwide. The **Indian food exports stood at \$31 Billion in 2015 and is expected to have a healthy growth.**

India is the key producer of *Rice, Wheat, Milk, Castor Seed, Sesame, Mango, Banana, Chickpeas, marine products and many more commodities like tea, coffee, spices, etc.* Indus Food has been conceptualized to enable the Indian Food Industry to provide a platform to showcase the diverse and wide range of food products to the global importers. It will bring together over 400 selected high quality Indian suppliers of Food products under 12 curated Zones including Consumer Food, Dairy products, Spices, Oil and Oil Seeds, Organic and Medicinal plants, Fruits and Vegetables, ingredients, Beverages etc. who will have an opportunity to showcase their products to over 500 global buyers.

Announcing the inception of Indus Food, Minister of State for Commerce and Industry **Mrs Nirmala Sitharaman**, said, “the commerce ministry is continuously taking steps to improve the prospects of India’s trade and commerce and as part of its ongoing effort has taken this initiative to create a mega food show which aspires to establish itself among the best food shows in the world. The Food Industry is one of the major contributors not only to India’s GDP but also provides a livelihood to a vast population. The diversity and the rich quality of Indian food products need to be integrated with the global market place to enable the farmers to realize better produce for their farm products”.

She also said, “with the inception of Indus Food, the Indian Food industry will have a platform to showcase its strength to the world emphatically and realize its immense potential. It reverberates with our commitment towards making India a global hub for food products”.

Commerce Secretary Smt. Ritu Teotia, hailed India as the favored location to host a food trade show of this scale. She said, “Indus Food is a brilliant initiative that will provide a much-needed platform to Indian exporters to connect, network and explore new partnerships with global buyers. Owing to availability of prosperous crops and a suitable climate, India remains a strategic location to host a global food trade show. We are adopting all necessary measures to boost Indian trade across the globe and will capitalize on the goodwill generated by **World Food India** being organized by the Ministry of Food Processing Industries which is scheduled to be held in November this year”.

Speaking on the occasion, Mr. Mohit Singla, Chairman, TPCI, said, “In spite of such a huge potential, India lacked a platform of its own, which highlights the food production capacities of the country. IndusFood puts India on the International Food Show map with a personalized and a comprehensive ecosystem for buyers and sellers on the lines of globally established food trade shows like SIAL, Anuga & Gulfood . We are sure that Indus food will immensely help the buyers to establish the required network and expand their businesses internationally and will be a mutually beneficial experience.”

Indus Food is set to revolutionize the concept and put India on International Food Trade show map. It brings a host of unique initiatives like **App based buyer-seller matches, hosted buyer program, Networking events, Food Zones and key note addresses from industry experts** to build a comprehensive ecosystem for suppliers and importers.

One of the largest agricultural producers, India continues its legacy of being the food bowl of the world currently valued at a \$258 billion. Indus Food, with a well-defined set of programs is set to emerge as a Mega Food & Beverage Industry trade show of the world where global importers including **Hotel Chains, Supermarket chains, airline caterers** etc. will develop synergies and network with Indian suppliers at a huge scale. This initiative is supported by **APEDA, Marine products development authority of India, Tea Board of India, Coffee Board of India, Spices Board of India, IOPEPC, CEPCI and SOPA.**

Further information

For further information relating to Indus Food, the details will be available at indusfood.co.in/www.tpci.in and in case of further requirements, the nodal person from TPCI will be Mr. Mohit Singla at the following nos.:

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