



TPCI signs MoU with Moscow Chamber of Commerce and Industry for Indusfood cooperation

Mr. Mohit Singla, Chairman, Trade Promotion Council of India (TPCI) today signed a MoU with Moscow Chamber of Commerce and Industry for joint cooperation in promotion of Indusfood. Mr. Yuri N. Morozov, Head of International Cooperation MCCI signed the MoU with TPCI Chairman.

Later, Indusfood promotion event was organized at Embassy of India in Moscow wherein several senior officials associated with Food and Beverage industry and buying houses attended. Senior officials of the Indian embassy in Moscow too graced their presence.

Mr. Mohit Singla is in Moscow for various events and roadshows related to Indusfood, an annual export promotion event organized in India with the support of Department of Commerce, where Indian Food & Beverage Manufacturers and Exporters get a chance to meet and interact with buyers from across the world; thus giving the most significant and vital platform for global food buyers to source, network and connect with Indian Food & Beverage industry giving them a large and diversified choice.

Trade ties related to food and beverage industry with buyers from across the world are set to get a big boost in January 2019 when India hosts Indusfood - a mega Global Food and Beverage Show - in Greater Noida, NCT of Delhi on 14th and 15th January 2019. Billed as the World's Food Supermarket, Indusfood is India's official, export focused F&B Trade Fair showcasing the country's best line-up of food and agri products to global buyers.

Indusfood 2018 edition, held in January this year, saw more than 650 million US dollar worth of on spot business deals, courtesy representations from 43 countries including New Zealand, 10 pavilions of various Indian states, 320 Indian exhibitors showcasing their products and several hundred global buyers visiting India.

Organized by Trade Promotion Council of India (TPCI) jointly with Department of Commerce, Ministry of Commerce and Industry, Government of India, the 2019 edition of Indusfood is slated to be much bigger with more than 600 global buyers and 500+ quality Indian food suppliers. As Mr. Suresh Prabhu, Minister of Commerce & Industry and Civil Aviation in the Government of India said about Indusfood while inaugurating the 2018 edition: "This trade show is being positioned as the next global Food and Beverages (F&B) market in the Asian Sub-continent like ANUGA, SIAL and Gulf food."

"With more buyers committing participation from across the world, the trade ties between India and rest of the world, particularly in the field of food and beverages will



reach a new zenith, it is hoped,” feels Mohit Singla, Chairman, Trade Promotion Council of India (TPCI).

India, which has always been the epicenter of global food trade since ancient times, is now a dominant global player in the modern food trade. It has the pride of being the ‘Land of Origin’ of an assortment of food crops & processed products that have a significant impact on the global demand and supply.

India is increasingly becoming a growing market to supply raw material to the world, in particular the agricultural products and those related to the food processing sector. A case in point is the latest decision by China to purchase basmati rice from India.

The country is the top global producer of meat, milk, castor seeds, sesame, mango, banana, chickpeas and is among the top producers globally for rice, wheat, sugarcane, tea, spices, onion, potatoes and many others. With the new agri-export policy, the Indian F&B export is expected to grow from USD 32 billion to USD 70 billion in next couple of years.

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