

Press Release:

Big buyers from West European countries to source their F&B requirements from India at Indusfood – the World Supermarket

Delhi, October 08, 2018:

Several top buying houses, manufacturers of processed food as well as supermarket chains from West European countries are gearing up to source their F&B requirements from India through their participation as visitor buyers in Indusfood-II – the export focused annual F&B trade fair organized by Trade Promotion Council of India (TPCI) jointly with Department of Commerce (Ministry of Commerce and Industry) – which is already being promoted as the World Supermarket in global F&B trade circles. This has been result of several rounds of discussion and B2B meetings between Mohit Singla, Chairman TPCI with leading buying houses, supermarket chains and other F&B stakeholders during his ongoing tour of some western European countries.

During Mohit Singla's visit to Spain, detailed discussion on bilateral cooperation and promotion of Indian and Spanish dairy sector were held with Luis Calabozo Moran of Spanish Federation of Dairy Industry. Milk plays an important territorial role in the northern regions of Spain as it is the main agricultural production with the dairy industry contributing to 9% of gross added value of Spanish food and drink sector.

Singla also held an excellent meeting with Ms. Maria Carillo, International Director of FIAB (Spanish Federation of Food and Drink Technology), wherein Carillo evinced interest in sending a delegation to India during Indusfood-II to source their raw food requirements from India.

Indian cuisine is also a big draw in Western European countries. Corte de Ingles team which held meeting with TPCI chairman took a very positive outlook towards Indian cuisine but stressed the act that it needs to be promoted extensively in the region as distinct cuisine.

Jumbo, a big buying house operating in Western Europe, too has confirmed participation in Indusfood-II with a view to source their F&B requirements from India.

Indusfood is a tradeshow, second edition of which will be held in Greater Noida (NCR Delhi) on January 14-15, 2019, so as to showcase India's best line-up of food, beverages and agri products to global buyers, many of whom have already committed participation in Indusfood-II and are gearing up for B2B meetings and business tie-ups with quality Indian food suppliers besides generating insight into the large basket of brands, private labels and bulk purchase opportunity of raw items that India could offer to the world.

The Indusfood-I, held in early 2018, was a big success that saw international buyers from 43 countries and 320 Indian exporters from 12 categories of Food and Beverage industry, together generating an estimated business of \$650 million. The Indusfood-II is surely going to be far better, bigger and brighter show with participation of more than 600 global buyers from around 50 countries.

TPCI, through association and support garnered from over 84 nodal officers sitting in the Indian missions across the world, has initiated fruitful discussions with its partner chambers of commerce along with industry associations in their respective countries resulting in many delegations agreeing to visit India for the forthcoming edition of Indusfood. This is part of a strategic approach adopted by TPCI in planning the incoming delegations through laying emphasize on the most promising markets with high Indian diaspora where better product acceptability is expected. These include countries such as the Americas, Europe, ASEAN and the Gulf countries.

TPCI is committed to promote value added packed Indian consumer products in the F&B segment by establishing direct contacts with the major retailer chains of the world. Such an activity leads to popularization of Indian taste and journey of centuries old culinary traditions embarked upon such remarkable Indian ready-to-eat products. Over 75 global retailers with high regional penetration and market size such as Panda of Saudi Arabia, Magnet of Russia, BIM of Turkey or Rewe of Germany along with many more will be present during the show with their purchase teams giving a direct access to the discerning Indian brand, a much desired international platform.

Indusfood-2019 will witness many Govt delegations and representatives of large Government companies involved in strategic purchase of food commodities

through investments or long-term purchase agreements to achieve the food security of their country or to feed their large processing industry.

Leading buyers from various other countries across the globe too are looking towards India to source their requirements through Indusfood.

These endeavours are part of TPCI's sincere efforts to put India on global F&B map and establish India as a global market for food trade. Such efforts alone will give the much-needed recognition to India as an important player in the global food value chain.



Mohit Singla, Chairman TPCI with Mr. Luis Calabozo Moran of Spanish Federation of Dairy Industry. The two had a detailed discussion on bilateral cooperation and promotion of Indian and Spanish dairy sector



Mohit Singla, Chairman TPCI with Ms. Maria Carrillo, International Director of FIAB, Spanish Federation of Food and Drink Industry

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