

INDUS FOOD-II SAW BUSINESS DEALS WORTH \$1 BILLION: TPCI CHAIRMAN

NEW DELHI, JAN. 16, 2019: The second edition of Indus Food saw business deals and agreements worth \$1 billion negotiated which would materialise in months to come. "We had 800 global buyers from 78 countries who participated in Indus Food. In the first edition we had participation from 43 countries which generated business worth \$650 million, and this year we managed to secure business transactions worth over \$1 billion," said Trade Promotion Council of India (TPCI) Chairman Mohit Singla. TPCI had organised the two-day Indus Food at India Expo at Greater Noida which ended on Tuesday.

"Indus Food-II saw participation of 500 exhibitors who displayed products in 14 zones. We had 12,500 business meetings between Indian producers and foreign buyers. Over 10 MoUs were signed during 14 B2B meetings and one multilateral dialogue on Indian tea. We also had three Government to government meetings with Vietnam, Iraq and UAE and one government-to-business with Bangladesh. Odissa government was our partner which had organised investor meet," said Mr. Singla.

Supported by the Department of Commerce, Ministry of Commerce & Industry, Indus Food is the flagship global trade show to maximise business opportunities for F&B industry. Indus Food has been developed as the World Supermarket, to enable rest of the world meet their F&B requirements.

"The most remarkable aspect of Indus Food-II was that it focused on SMEs for export business by bringing buyers to their doorstep and creating business opportunities for producers of value-added and organic products. Doubling of farmer's income will happen if the business grows. With the Indian government itself now working towards the identification of most prominent global buyers and creating their interactions with quality Indian suppliers through Indus Food, the benefit will percolate to the farmers. Moreover, the target of \$60 billion exports, as envisaged in our Agri-Export Policy is now within reach," said Mr Singla.

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