

CURTAIN RAISER

Trade Promotion Council of India

TPCI to host Indusfood Asia, first edition, during the Food & Hospitality Asia (FHA) show in Singapore

20th April 2026; New Delhi: The Trade Promotion Council of India (TPCI), with the support of the Department of Commerce, will host the first edition of Indusfood Asia during the Food & Hospitality Asia (FHA) in Singapore. FHA is Asia's biggest food and hospitality show. The show will take place from 21-24 April 2026 at the Singapore EXPO, FHA 2026 will take over 10 halls with more than 2,750 exhibitors from over 115 countries and regions. Across 18 specialised segments ranging from raw ingredients to finished Food & Beverage, HoReCa, and ProWine, bringing together the full spectrum of Asia Pacific's vibrant F&B and hospitality industries under one roof.

The first edition of Indusfood Asia will be inaugurated by **High Commissioner of India to Singapore H.E. Dr. Shilpak Ambule**, on 21st April 2026, in the presence of exhibitors, international buyers and other dignitaries. India is participating with more than 100 companies, occupying an area of approximately 1000 square meters. The Indian participants are exhibiting a wide range of products, including rice, spices, coffee, tea, marine products, etc. Various export promotion authorities and boards have collaborated with TPCI for Indusfood Asia v.i.z APEDA, Spices Board, Coffee Board, Turmeric Board, Tea Board, MPEDA, etc.

Commenting on the Indusfood Asia, Shri Mohit Singla, Chairman TPCI, said, "Indus Food Asia, for the first time, is looking for the Singapore market to get a deeper inroad into the Asian market. Singapore is one of Asia's most strategic food import hubs and a gateway into the wider ASEAN and Asia-Pacific region. Despite a population of just ~6 million, the country imports US\$ 16.2 billion worth of food & beverages, almost 90% of its needs. Many global food distributors, retail procurement teams, HoReCa buyers, and ASEAN sourcing offices operate regional headquarters out of Singapore, using it as a distribution and decision-making hub for Southeast Asia. Success in Singapore often opens pathways into neighbouring ASEAN markets."

Further, Chairman TPCI added that "India remains underpenetrated despite strong bilateral ties (CECA and India- ASEAN FTA). India accounts for only 2.6% of Singapore's total F&B imports, with dominance largely concentrated in cereals, where India commands 25.6% share. In most other categories, India's share remains in single digits—highlighting significant white space for expansion across processed foods, beverages, seafood, ready-to-eat products, snacks, and premium ingredients."

The show will be a powerhouse of innovation and opportunity – connecting global brands, rising disruptors, and industry leaders in one vibrant marketplace. It's where business is done, ideas are exchanged, and the future of food and hospitality is shaped.

As the Asian region's F&B market is projected to surpass US\$3.3 trillion by 2034 and the hospitality sector is expected to reach US\$181.2 billion by 2029, FHA 2026 will offer an unmatched platform to connect with decision-makers, showcase innovations, and tap into booming demand fueled by rising tourism, culinary exploration, and digital transformation. This is your opportunity to be at the forefront of Asia's next wave of industry growth.

Indian exporters have demonstrated strong capabilities in meeting certification, HACCP, ISO, SFA, Halal and export market-specific regulations. This, combined with innovations, sustainable manufacturing practices, competitive costs, and growing investment in the export value chain and infrastructure, makes India a consistent and reliable supplier. The upcoming show is expected to further elevate this stature by bringing together cutting-edge innovations, along with the diverse portfolio of Indian products under one roof. As global demand for reliable, quality-driven, and ethically sourced food continues to rise, the show will play a crucial role in positioning India as a trusted partner in global food supply chains, Shri Singla concluded.
