

JOIN THE WORLD'S NUMBER ONE FOOD INNOVATION NETWORK



FOOD INDIA

Inspired by SIAL

**STEP INTO
BLOOMING INDIA**

**16 - 18
SEPTEMBER 2018**

Pragati Maidan Exhibition Centre,
NEW DELHI, INDIA

WWW.FOODINDIA-BYSIAL.COM

Organized by



Supported by



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NEW DELHI, INDIA

WHEN?

THE BEST PATH TO FIND YOUR WAY TO INDIA NOW

"You certainly are enticed by India, its vast market as well as its burgeoning middle class! Like anyone else. This country offers so many opportunities; there is certainly one for you at least. Yet, you still hesitate or don't really know how to start your business there. Not to mention the distribution logistics and customs barriers that strike you as too uncertain for you to take part in a traditional trade fair..."

But coming to India just right now is the best decision you could make. It's a matter of figures and atmosphere within the country. We are the SIAL, the world number one network of food innovation, we go along with experienced food experts all over the planet, and we all agree on this: it's time for future leaders to run into this great adventure with us.

Most stories are uncertain. But this one has only one possible outcome: India is the next eldorado for the agrifood sector, as the country is to become the world number one market ahead of China. Thanks to the SIAL network, you can be part of this great story, full of challenges and successes. We offer you the best path to find your own way to India!

Follow us and let's be inspired by SIAL!"

Nicolas Trentesaux
SIAL Network Director

WHY?

\$ A booming economy and an undisputed potential

- One of the fastest-growing economy in the world: +7.6% per year
- 1.3 billion consumers
- 4th largest economy in terms of purchasing parity
- The middle class will represent 300M inhabitants by 2025
- 2nd in terms of total food production globally



📢 Proactive changes in government policies in order to stimulate market access

- Attractive fiscal incentives
- India's most significant tax reforms in decades (GST) in place since July 1, 2017
- 100% of Food distribution investments in retail marketing, including e-commerce, for food products that are produced and/or manufactured in India
- 42 mega food malls to be opened across the country in the next 3 to 4 years
- Single-window clearance

👤 Local food demand drives imports and investments on food processing

- Opportunity for investors across the food processing supply chain
- The food processing market is expected to grow by 100% by 2020
- The food processing sector:
 - 1st in terms of employment and number of factories in operation
 - 3rd in terms of output



🚚 Retail & food chains

- The industry grew by 7.1% in 2013-14, and the online food delivery industry by 150% in 2016
- Major international retailers & food chains already in: Wal-Mart, Amazon, McDonald's, YUM!, Starbucks, Subway, Burger King, Worldwide & Wendy's

HOW?

“ A great professional platform full of opportunities ”

We are delighted to support this new food event in India with such a well-known and established brand. SIAL network offers our country, and our companies, a great professional platform and the opportunity for local buyers to find out more about food diversity and foreign products, thus answering growing Indian middle-class expectations. ”

Mrs Harsimrat Kaur Badal, Hon'ble Minister for Food Processing Industry, Government of India



Left to right:
- **Mr Rajan Shanna**, MD, Inter Ads-Brooks Exhibitions (India) Pvt Ltd.
- **Mrs Valérie Lobry**, AFCO Division General Manager, Comexposium
- **Mrs Harsimrat Kaur Badal**, Hon'ble Minister for Food Processing Industry, Government of India
- **Mr JP Meena**, Secretary, Food Processing Industry, Government of India

A FAST TRACK TO THE INDIAN MARKET A DEDICATED PACKAGE FOR INTERNATIONAL EXHIBITORS

Why a specific package?

To enable you to make the most of your participation, SIAL has created this package. This incubator offer will help you gain a foothold in the Indian Food & Beverage market... with a maximum ROI and added-value services over the 3 days!

Focus on modern Indian food trade

Market information and market access conditions

PARTICIPATE AND YOU WILL GET...

New leads and agents appointments

Build brand awareness testing the market

PACKAGE CONTENT

A 9 sqm fully-fitted booth (or multiple of 9 sqm for international Pavilion)

- Carpet, modular melamine partitions and stand sign flag
- Power supply, lighting & socket
- 1 table, 3 chairs, 1 welcome desk and 1 high stool
- Storage (shared up to 18 sqm)
- Cleaning

Registration fee (included)

- Listing in the official show catalogue and on the show website
- Copy of the show catalogue
- Badges per booth (as per requirement)
- Invitation cards

Training & coaching sessions to understand the Indian market

- Discover Indian macroeconomic dynamics, F&B market structure and trends, F&B key players
- Participate in legal workshops: agreements, processes, trade barriers
- Take part to store tour: a selection of "not to be missed" retail stores

Meetings

- Hosted buyers program: meet selected top buyers from modern trade, retail, importers/distributor and horeca
- Master class & tasting sessions with your products

PACKAGE TARIFF

€5,450 per company for booth & market services (excl. VAT)

Find out more on www.foodindia-bysial.com

Early Bird: 5% off before February 28th, 2018

WHAT TO EXPECT FROM FOOD INDIA INSPIRED BY SIAL?

Our audience

8,500 trade visitors expected for this 1st edition:

- Importers
- Retailers
- Duty free
- Trade associations
- Distributors
- Cash & Carry
- Horeca
- B2G
- Wholesalers
- Food Service

Increasing demand for international products:

- Confectionery, chocolate, sweets, biscuits
- Energy drinks
- Exotic fruits & vegetables: kiwi, apple, pear, broccoli, zucchini, mushrooms, eggplant, etc.
- Sauces, preparation mixes, condiments & seasonings
- Dry fruits: almonds, pistachios, berries
- Ready meals
- European cuisine
- Bakery
- Chinese, Japanese, Thai & Mexican Cuisines
- Non-veg products
- Fruit & vegetable juices
- Wines & spirits

Coverage of the show:

- Massive local promotion throughout India within the 16 regions to be covered
- One-to-one meetings
- Advertisements and articles in trade magazines & websites
- By mail / post: brochures / leaflets / flyers / invitations
- Print / digital media
- International promotion thanks to SIAL Network (media, agents, website)
- Email blast / online promotion / online advertisements / Road shows

Our offer

250 exhibitors



Products featured at the show:

1) F&B PRODUCTS:

- Alcoholic and non-alcoholic beverages
- Juice & energy drinks
- Baby food
- Meat and poultry
- Bakery, biscuits
- Organic, health products
- Coffee & tea
- Preserved foods
- Dairy products
- Ready meals – Snacks
- Fine food
- Rice
- Fruit and vegetables, dry fruits, nuts
- Seafood products
- Frozen food
- Sweets & confectionery
- Grocery
- Wine

2) F&B PROCESS EQUIPMENT INCLUDING BAKERY & CONFECTIONERY EQUIPMENT

- Preparation equipment
- Processing equipment
- Packaging equipment

3) CATERING

- Professional kitchen equipment
- Coffee making & bar
- Refrigeration
- Tableware
- Hygiene & cleaning



FOOD INDIA, INSPIRED BY SIAL IS ORGANIZED BY INTER ADS – BROOKS EXHIBITIONS INDIA AND SIAL

INTERNATIONAL PARTICIPATION

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INDIAN PARTICIPATION

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JOIN SIAL NETWORK



WWW.SIAL-NETWORK.COM

SIAL INTERFOOD

Jakarta
➤ 22-25 November 2017
➤ 21-24 November 2018
www.sialinterfood.com

SIAL MIDDLE EAST

Abu Dhabi
➤ 12-14 December 2017
➤ 4-6 December 2018
www.sialme.com

SIAL CANADA

Montreal
➤ 2-4 May 2018
Toronto
➤ 30 April-2 May 2019
www.sialcanada.com

SIAL CHINA

Shanghai
➤ 16-18 May 2018
➤ 14-16 May 2019
www.sialchina.com

GOURMET SELECTION

Paris
➤ 23-24 September 2018
www.salon-gourmet-selection.com

SIAL PARIS

Paris
➤ 21-25 October 2018
www.sialparis.com