



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 9/13/2002

GAIN Report #IN2055

India

Promotion Opportunities

Annual

2002

Approved by:

Chad Russell

U.S. Embassy

Prepared by:

Santosh Kr. Singh

Report Highlights:

India has traditionally maintained a highly restrictive import market for food products. However, since 1997, there has been a gradual liberalization, culminating in the removal of all quantitative restrictions on April 1, 2001. India, with a population of more than one billion and a vibrant economy growing annually at 5-6 percent in the last few years, is a potentially huge and emerging market for imported food products. Please take advantage of India's market opportunities by participating in one of our market promotion events.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
New Delhi [IN1], IN

*"The promotional activities listed are provided for informational purposes only.
No Endorsement should be implied unless specifically stated.
Terms and conditions of participation are the responsibility of the activity organizer."*

Section I. FAS/W Endorsed Trade Show

Title: AAHAR 2003 and AAHAR 2004 - a premier food, beverage and food processing equipment show in India.

Dates : March 9-13, 2003 and first quarter of March 2004, respectively.

Venue : Pragati Maidan, New Delhi, India

Contact : Tobitha Jones

USDA/FAS-Trade Shows

Washington, D.C.

Tel: (202) 690-1182

Fax: (202) 690-4374

Email: joneste@fas.usda.gov

Santosh K. Singh

USDA/FAS-American Embassy

New Delhi, India

Tel: 011-91-11-419 8000

Fax: 011-91-11-419 8530

Email: AgNewDelhi@fas.usda.gov

Importance : The show provides an excellent opportunity to introduce new products to the emerging Indian market. India had historically maintained a highly restrictive import market for food products. Gradual trade liberalization by the Government of India has provided market access for an increasing number of food products in recent years. AAHAR provides an opportunity to establish a presence for interested US food companies in the hitherto closed Indian market by introducing their products to potential importers, distributors, representatives and joint venture partners attending the show. FAS/New Delhi has been participating in this show since 1999, and FAS/W has endorsed AAHAR since 2001. AAHAR contributed to the introduction of apples, oranges, grapes, macadamia nuts, frozen potato products, dehydrated potato flakes, herbal teas, canned sweet corn and new breakfast cereals into the Indian market in 2000/01 - 2001/02.

Size and Target Audience: AAHAR is a food and food equipment show. More than 200 Indian and foreign exhibitors and about 30,000 visitors from India and abroad participated in last year's show. While several foreign products were presented in individual booths (Italy, Russia, Brazil, Austria, Saudi Arabia, UAE), the USDA/FAS had the only organized pavilion with five exhibitors and two American Café participants in AAHAR 2002.

Section II. Other Trade Shows

Title: Indian Food and Wine Show (IFOWS) 2003

Dates : May, 2003 (to be finalized)

Venue : New Delhi, India

Contact : Mr. Rajeev Malhotra

CEO, Lotus Exhibitions & Marketing Services
1421, Sector 15 Part 2
Gurgaon, Haryana, India 122 001
Ph: 91-124-6334439 Fax: 91-11-6327193
Email: lotusgroup@vsnl.com
Website :www.litco.org

Importance: The IFOWS has been planned and positioned to provide an opportunity to foreign companies to launch their wine, spirit and quality food products into India. The IFOW Show was successfully organized for the first time this year exclusively exhibiting foreign wine & spirits and quality food products such as condiments, sauces, dressings, cookies, pasta, cheese, olive oil, etc. The show was a 3-day event held in a five star hotel and was very well attended by trade visitors from the hotel and food industry. Of the recent new shows featuring wine and spirits, IFOWS attracted very good media coverage. IFOWS offers an opportunity to US wine and spirit companies to introduce their products to the Indian market.

Size and Target Audience: IFOWS is a wine, spirit and food show exclusively featuring foreign producers/exporters interested in Indian Market. Nearly 25 exhibitors from seven countries displayed more than 80 different wines and spirits and various other non-ethnic food items like bakery and confectionaries, pasta, condiments, olive oil and other packaged food products. While there was only one US product (SKYY Vodka) displayed by an Indian distributor, most of the exhibitors were from Italy (10), France (3), Canada (5), Argentina, Austria and Switzerland. The show was restricted to trade visitors only, and more than 1200 visitors from the F&B sector from all across India were registered for the exhibitions and other concurrent events.

Section III. Other Promotional Activities

Title/Type : In-store Promotion of US Food in Selected Outlets in Mumbai and also with One of the leading Retail Chains in South India

Dates : September 2003 (to be finalized)

Venue : Selected retail outlets in Mumbai and all outlets of one of the leading retail chain in the cities of Bangalore, Hyderabad and/or Chennai, India (to be finalized).

Contact : Santosh K. Singh

USDA/FAS-American Embassy

New Delhi, India

Tel: 011-91-11-419 8000

Fax: 011-91-11-419 8530

Email: AgNewDelhi@fas.usda.gov

Importance: In-store promotion will provide an opportunity to US exporters to showcase and test market their products in India, particularly in West and South India. In the absence of any significant food shows in these regions, an in-store promotion is the best way to introduce US products in these

important regional markets.