

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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FoodTec India Trade Show Report

Report Categories:

Trade Show Evaluation

Promotion Opportunities

Market Promotion/Competition

Agricultural Situation

Approved By:

Adam Branson

Prepared By:

Priya Jashnani

Report Highlights:

Firms interested in the Indian machinery and equipment sector for food and beverage industries may find this show a useful platform. This report contains FAS Mumbai's summation of the International FoodTec India trade show and some information on country pavilions and U.S. exhibitors.

General Information:

FAS Mumbai plans to provide summaries of the shows that it visits given FAS Washington and stakeholders interest in understanding the proliferation of food and agricultural-related shows in India. This information should not, under any circumstances, be considered an endorsement of a show, or, discouragement from participating in a show. Rather, the information is designed as a reference for possible future discussions aimed at identifying new or alternate trade shows in India.

In summation, International FoodTec India is a platform for U.S. exporters of machinery and equipment to India and not, necessarily, FAS core constituents that supply food and agricultural products.

International FoodTec India
November 14 – 16, 2014
Bombay Exhibition Center
Mumbai, India
Web: www.foodtecindia.com

Image 1. India: Entrance of the Show

The 9th edition of the International FoodTec India, organized by Koelnmesse GmbH, was supported by the Indian Dairy Association (West Zone) and the Indian Pharma Machinery Manufacturers Association. The show has three concurrent trade fairs: Sweet & SnackTec India, Dairy Universe India, and PackEx India.

There were 460 exhibitors from 30 countries. Nearly half of the exhibitors were international. Exhibitors displayed food and beverage processing equipment, packaging materials and machinery, as well as chilling and freezing technology. The first day of the show received about 2700 trade visitors. Turkey, Holland, Italy, Korea, the European Union, and China had pavilions. There were six independent U.S. companies present at the show.

They were:

1. American Extrusion International, South Beloit, IL, 61080
2. C. Cretors and Company, Wood Dale, IL, 60191
3. Erika Record, Clifton, NJ, 07012
4. Formers International, Pasadena, TX, 77504
5. Green Bay Machinery Co. Inc., Green Bay, WI, 54307
6. Vanmark Equipment LLC, Creston, IA, 50801

Image 2. India: Selected Country Pavilions at the Show

