



## India Outbound Trade Mission & SIAL India

New Delhi & Mumbai, India  
December 7-12 2023

India is one of the world's fastest growing large economies and is projected to become the world's third largest economy by 2026. The US remains India's biggest trading partners with mutual trade between the two countries being \$150 billion annually. There has been an increase in purchasing power, and as a result, upper income consumers are changing their preferences of shopping at smaller markets for fresh ingredients to prepare foods at home to going out to restaurants and purchasing prepared foods.

India is a growing market for processed food imports, which are becoming more popular with the younger population, especially in urban areas. It is one of the top five markets for packaged food in the world, and the second largest in Asia, with a sales volume of 34 million tons. Demand for specialty and high value foods, including imported, such as chocolates, almonds and other dried nuts, cakes and pastries, exotic fruits, fruit juices, and Indian sweets peaks during the fall festive season, especially at Diwali - the festival of lights. This is also the best time to introduce new-to-market food products in India.

**Participation Fee: \$600 Early Bird Special: \$400 (if you register and pay before July 7, 2023)**

### Fee Includes:

- Market Briefing & Tour
- Furnished Booth Space & Pre-Arranged One-on-One Meetings
- In-country transportation to meeting locations
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation

**Registration Deadline: September 7, 2023 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 50% CostShare to request 50% reimbursement of participation fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Retail Food

**Product Description:** Juices and non-alcoholic beverages, Sugar-free products, Sauces and condiments, Snack foods, Canned fruits, Confectionery products, Tree nuts, Dairy and dairy products, Poultry products, Wine, and Fresh blueberries

### Activity Managers:

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