

INTERNATIONAL FOOD, DRINK AND HOSPITALITY EXHIBITION

The Show: **IFE India** is one of the leading B2B international food and drink trade shows in India. In 2007, 202 exhibitors from 19 countries and around 6,900 business visitors (more than 80% from the HRI, retail, wholesale and importer sectors) attended IFE India 2007.

Location: Pragati Maidan (Fair Grounds), New Delhi, India

Dates: December 2-4, 2008

Deadline: September 15, 2008 - Booth space cannot be guaranteed after this date.

The Booth: A standard 6, 9 or 12 sqm booth, that includes a fascia, floor covering, display counter with bar stools, a round table with three chairs, three wooden shelves, four halogen spotlights, one electrical outlet, one lockable cabinet, and trash can. The charge also includes regular cleaning, maintenance, and around-the-clock security. Custom booth design is available at an additional cost.



The Cost: There are 3 booth sizes available. Costs are below and include a compulsory catalog charge, registration and taxes. Local hire for staffing a booth and refrigeration are available at an additional charge.

- Option 1 - 3m x 2m = 6sqm @ Indian Rupees 146,966 (US\$ 3,441 @ current exch.rate)
- Option 2 - 3m x 3m = 9sqm @ Indian Rupees 212,697 (US\$ 5,009 @ current exch.rate)
- Option 3 - 3m x 4m = 12sqm @ Indian Rupees 278,428 (US\$ 6,528 @ current exch.rate)

Shipping: The exhibitor will be responsible for the shipping cost, clearance charges (including import duties), insurance charges, etc. IFE India show organizers will provide shipping guidelines and a list of freight forwarding agents. Companies who wish to exhibit alcohol, will incur vend fees - a charge levied by New Delhi Customs & Excise so alcohol can be transported legally from the airport to the venue.

Support: IFE India 2008 is endorsed by the U.S. Department of Agriculture. The Office of Agricultural Affairs, American Embassy, New Delhi, India, will provide U.S. exhibitors with on-site counseling during the show. A trade reception is also planned.

Contacts:

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Please note: All firms exhibiting in a USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

INTERNATIONAL FOOD, DRINK AND HOSPITALITY EXHIBITION

Promote your products to India's US\$70 billion Food, Drink & Hospitality Industry!

Why: IFE India is the sixth edition of the show that has emerged as one of the premier B2B food, drink and hospitality industry events across the Indian sub-continent. It brings together key buyers, decision makers and manufacturers, to facilitate business interactions with international food exhibitors at the show. The show provides an excellent venue to introduce new products to the emerging Indian market.

India historically maintained a highly restrictive import market for food products. However, India under its WTO obligations removed quantitative restrictions on imports of all food products from April 2001.

IFE India provides an opportunity to establish your company's presence in the hitherto closed Indian market by introducing your products to potential importers, distributors, representatives and joint venture partners attending the show. More than 202 exhibitors from 19 countries including Australia, Argentina, China, E.U. countries, Malaysia, Republic of Korea, Singapore, South Africa, Taiwan, Turkey, U.A.E., and the United States participated in last year's event. More than 6,900 business visitors from India and neighboring countries attended the event, of which 81% were from the hotel, restaurant, catering, retail, wholesale and importer communities.

The Market: Are you ready to spotlight your products in a market where imports are just beginning?

- India's food and beverage industry is growing at a rate of 9% per annum
- Food and drink imports to India are growing at around 15% per annum
- The Indian wine market is growing at a rate of 30% per annum

India, with a population of more than one billion and a vibrant economy growing annually at about 8-9% in the last few years, is a huge and emerging market for imported food products. Although tariffs remain high at 30 to 60% on most products, market opportunities for high-value consumer food products have expanded in recent years. A recent boom in the organized food retail sector provides an excellent vehicle for high-value imported consumer food products to reach India's growing middle class. India's large and growing middle class market may vary from 50-200 million depending on the income levels, product, and pricing. Nevertheless, with increasing urbanization and exposure to western culture, a segment of 10 to 50 million Indian consumers exists, largely concentrated in the major metropolitan cities, whose consumption behavior is comparable to western standards. Growing health consciousness among the middle class will further spur imports of consumer food products. In addition, the growing number of fast food/western style restaurants and the vibrant domestic food processing industry has created substantial markets for an increasingly broad range of food ingredients. Indian consumers regard U.S. products favorably and strongly associate them with high quality.

Best Product Prospects: Almonds, fresh fruits (apples, grapes, pears), prunes, pistachios, wine, snack foods, fruit juices, sauces, spreads, salad dressings, condiments, pulses etc.

Also refer India's 'Exporter Guide 2007 (IN7094)' on the FAS Web site: <http://www.fas.usda.gov>, Select Attaché Reports and then type in the report number IN7094.

Don't delay – Register your interest and contact us today – Why not Spice up your Business!

