



USDA Foreign Agricultural Service

# GAIN Report

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## India

### Promotion Opportunities

### Annual

### 2004

**Approved by:**

Chad R. Russell  
U.S. Embassy, New Delhi

**Prepared by:**

Santosh Kr. Singh

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**Report Highlights:**

Traditionally, India maintained a highly restricted import market for food products, but there has been a gradual liberalization since 1997, culminating in removal of all quantitative restrictions in April 2001. With a population of over 1 billion and an economy growing at 5-6 percent over the last few years, India is a potentially large and emerging market for US food products. In Sri Lanka, the prospect of peace offers new opportunities for US exporters, as Sri Lanka has the potential to emerge as a significant tourist destination. Bangladesh has a small but growing niche consumer segment, which is interested in trying out new western style products. Please take advantage of market opportunities in these countries by participating in one of market promotion events described herein.

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

Disclaimer: The promotional activities listed are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions for participation are the responsibility of show organizers.

## SECTION I - FAS/W ENDORSED TRADE SHOW

**Title:** AAHAR 2005 and AAHAR 2006- the premier food & food processing equipment show in India.

**Dates:** 2005 – March 9-13 (Tentative) and First half of March, 2006 (To be decided)

**Venue:** Pragati Maidan, New Delhi, India

**Contact:** Tobitha Jones Nalini Kaul  
 USDA/FAS-Trade Shows USDA/FAS-American Embassy  
 Washington, D.C. New Delhi, India  
 Tel: (202) 690-1182 Tel: 011-91-11-2419 8000  
 Fax: (202) 690-4374 Fax: 011-91-11-2419 8530  
 Email: [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) Email: [Nalini.Kaul@usda.gov](mailto:Nalini.Kaul@usda.gov)

**Importance:** 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. More than 250 Indian and foreign exhibitors and about 55,000 business visitors participated in last year's show. USDA/FAS had the only organized country pavilion with ten exhibitors and two American Café participants in AAHAR 2004.

## SECTION II. OTHER TRADE SHOWS

**Title/Type:** US Trade Show 2005 and 2006 organized by US Embassy, Dhaka

**Dates:** January/February, 2005 and 2006 (To be Decided).

**Venue:** Dhaka, Bangladesh

**Contact:** Sayed Sarwer Hussain  
 Agricultural Specialist, USDA/FAS  
 U.S. Embassy, Dhaka  
 Phone: 880-2-8818771 (dir), 8813440-4  
 Fax: 880-2-8820207, 9881677  
 Email: [agdhaka@usda.gov](mailto:agdhaka@usda.gov)

**Importance of the Show:** The U. S. Trade Show, a premier exhibition among such events in Bangladesh, showcases American products and services currently available in Bangladesh. Also, companies seeking to expand their market in this region may introduce their products to potential importers, distributors, representatives, and joint venture partners attending the show. This event is now a fixture in the Bangladesh business world, and draws a sizeable crowd. The show is open for all and is visited by potential entrepreneurs, importers, distributors, representatives, as well as general consumers. Over 75 exhibitors representing 116 American firms (mostly non food) participated in the 2004 show. More participants are expected to join the 2005 show. The number of visitors who attended the three-day event last year is estimated at around 25,000.

**Title:** Chef Guild Show  
**Dates:** June/July, 2005 (To be decided)  
**Venue:** Colombo, Sri Lanka.  
**Contact:** Mr. Adrian Mendis  
Commercial Specialist, ECON/Commercial Section  
U.S. Embassy, Colombo  
Phone: 9411-2448007 Fax: 9411-2437345, 2437237  
Email: [MendisA@state.gov](mailto:MendisA@state.gov)

**Importance of the Show:** The Chef Guild is the premier hotel and restaurant show in Sri Lanka and is held every alternate year. The show features food and beverage products as well as equipment supplies. The show is well attended, with most hotels participating or sending delegations to the event. Consumer interest in this show is also widespread. It is estimated that over 15,000 people attended the three-day show in 2002.

### SECTION III - OTHER PROMOTIONAL ACTIVITIES

**Title:** South Asian Buyers Mission to the United States  
**Dates:** January 19 - 27, 2005  
**City/**  
**Country:** Seattle, San Francisco, Miami  
**Contact:** Shani Zebooker  
USDA/FAS-Trade Shows  
Washington, D.C.  
Tel: (202) 720 2075  
Fax: (202) 690-4374  
Email: [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

**Importance:** The South Asian Buyers Mission, comprised of leading food importers and distributors from India (8), Bangladesh (3) and Sri Lanka (3), will visit the three U.S. cities. Besides attending the Fancy Food Show in San Francisco and visiting markets, the Buyers Mission will have one-on-one meetings with US food exporters. The Buyers Mission is an excellent opportunity for US companies to meet qualified food importers/distributors from the Indian sub-continent and to better understand these markets.

**Title:** US Trade Mission to India and Sri Lanka  
**Dates:** March 2005 (To be decided)  
**City/**  
**Country:** New Delhi/Mumbai in India and Colombo in Sri Lanka  
**Contact:** Shani Zebooker  
USDA/FAS-Trade Shows  
Washington, D.C.  
Tel: (202) 720 2075  
Fax: (202) 690-4374  
Email: [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

**Importance:** The US Trade Mission will be organized around the AAHAR show in March 2005 as a follow-up to the South Asian Buyers Mission to United States in January 2005. In addition to attending the AAHAR show and conducting market visits, member of the Trade Mission will have one-on-one meetings with Indian and Sri Lankan food importers and distributors. The Trade Mission will provide US companies opportunities to gain first-hand knowledge and a better understanding of the Indian and Sri Lankan markets. It will also help establish direct contact with serious importers from the two countries.

#### SECTION IV - POST CONTACT AND FURTHER INFORMATION

If you have questions or comments regarding this report, or need assistance exporting branded consumer food products to India, Bangladesh, and Sri Lanka, please do not hesitate to contact the Office of Agricultural Affairs in New Delhi at following address.

Office of Agricultural Affairs  
American Embassy  
New Delhi, India  
Tel: 011-91-11-2419 8000  
Fax: 011-91-11-2419 8530  
Email: [agnewdelhi@usda.gov](mailto:agnewdelhi@usda.gov)