LOOK DEEPER

New Delhi
The Indian food innovation exhibition
19-21 SEPTEMBER 2019
PRAGATI MAIDAN EXHIBITION CENTRE
Our Market

- Among the fastest growing economy in the world, India is the world's 6th largest economy by nominal GDP & the 3rd largest by purchasing power parity (PPP)
- Ease of doing business: Strong focus from India that leaped 54 places in the ranking and move to the 77th position
- 7 cities among the 50 largest cities in the world: Delhi being the 4th one in the world
- Highest numbers of young consumers with an increasing demand for branded, alternate and easy to cook food, 300 M middle class inhabitants expected 2025 looking for international products
- 100% FDI under the automatic route permitted in the food processing sector
- While, 100% FDI under the approval route is permitted for trading through e-commerce in respect of food products manufactured or produced in India
- Implementing state of the art testing facilities in the 42 mega food parks of the country to encourage export of agri-commodities

The seven strong demand drivers of the food and beverage industry of India are:

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<th>Affluence of working population</th>
<th>Increase in disposable income</th>
<th>Rising urbanization &amp; change in lifestyle</th>
<th>Change in tastes &amp; preferences</th>
<th>Increase in tourism in India</th>
<th>Number of Indian travelling within &amp; outside India</th>
<th>Increasing awareness &amp; accessibility of new products</th>
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Indian Visitors By Region

- 9% West India
- 14% East India
- 12% South India
- 65% North India

Visitor Categories

- Importers, distributors, wholesalers and retailers
- Overseas buyers / trade delegations
- Executive chefs
- Hospitality procurement heads
- Food manufacturers
- Food service institutions
- Supermarkets, grocery & convenience stores
- B2G
- Diplomatic & commercial representatives of foreign missions in India
- Policy makers & media, etc.

Institutional Attendance (2018)

Mrs Harsimrat Kaur Badal, Minister for Food Processing Industry, Government of India, celebrating the Opening Ceremony
LOOK DEEPER...

Events & Features Include

SIAL Innovation
A unique celebration of innovative food and beverage products! All finalists will be displayed within the dedicated Innovation Area at SIAL India, and the 3 most innovative products will be judged Gold, Silver and Bronze winners according to the jury appreciation.

Alternative Food Forum
When it comes to healthier food, more respectful of nature and of animal well-being, this is definitely the place to be! Thanks to conferences and round tables, discover the future of the food industries and seize new opportunities!

Drinks Theatre
This event is dedicated to wine & spirit makers and retailers. Take part and exchange on opportunities & showcase innovations through exclusive tastings and talks!

SIAL Conference
Food market trends presented by industry leaders and experts.

La Cuisine
An area where the best chefs perform live culinary demonstrations.

“We estimated our ROI from 6 months to one year of turnover. We are extremely likely to recommend FOOD INDIA to the industry”
- Russia – Nevsky Konditer

“Excellent experience! It was very encouraging! The conferences were very good and we got lots of networking opportunities which are going to help us”
- Veeba Foodservice Pvt, India

What to expect in 2019?

300+ EXHIBITORS
8000+ VISITORS
15+ PARTICIPATING COUNTRIES

GET MAXIMUM COVERAGE
Media Coverage + Marketing Plan

National and International Media Coverage
Promote activities through SIAL Network

Advertise on Magazine & Newspaper
Promote activities through social media

15 Participating Countries
FOOD INNOVATION EXHIBITION
A Dedicated Package for maximum ROI & Added-Value Services Over The 3 Days

A 9 sqm fully-fitted booth (or multiple of 9 sqm)

- Carpet, modular melamine partitions and stand sign flag
- Power supply, lighting & socket
- 1 table, 3 chairs, 1 welcome desk and 1 high stool
- Storage (shared up to 18 sqm)
- Cleaning

Meetings

- Hosted buyers program: meet selected top buyers from modern trade, retail, importers/distributor and horeca*
- Master class & tasting sessions with your products
- Coaching session to understand the Indian Market & Store tour

* Hosted Buyer Program in association with FIFI - Thanks to 100 buyers with a minimum of 250,000 USD purchasing power, the 2018 edition resulted in 1,000+ meetings and introduction with exhibiting companies.

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JOIN US IN NEW DELHI, JOIN SIAL NETWORK

FOR MORE INFORMATION, PLEASE GO TO OUR WEBSITES OR CONTACT US AT
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SIAL PARIS **
Paris
• 18–22 October, 2020
www.sialparis.com

SIAL INTERFOOD *
Jakarta
• 13–16 November, 2019
www.sialinterfood.com

SIAL MIDDLE EAST *
Abu Dhabi
• 9–11 December, 2019
www.sialme.com
• 8–10 December 2020
www.sialme.com

SIAL CANADA *
Toronto
• 30 April–2 May, 2019
Montreal
• 15–17 April, 2020
www.sialcanada.com

SIAL CHINA *
Shanghai
• 14–16 May 2019
www.sialchina.com
• 13–15 May 2020
www.sialchina.com

SIAL INDIA *
New Delhi
• 19–21 September, 2019
www.sialindia.com

GOURMET SELECTION *
Paris
• 22–23 September, 2019
www.scion—gourmet selection.com

* Annual ** Biennial