

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## Trade Mission to AAHAR

New Delhi, India • March 10-14, 2010

- Guided tour of India's major retailers
- Visits to traditional and modern markets
- Pre-arranged one-on-one meetings
- Exhibit at AAHAR, one of India's premier trade shows

The Indian food market is estimated at over \$182 billion and accounts for about two-thirds of the total Indian retail market. Further, the retail food sector in India is likely to grow from around \$70 billion in 2008 to \$150 billion by 2025, accounting for a large chunk of the world food industry, which is forecast to grow from \$175 billion to \$400 billion by 2025.

Imports2India, SUSTA's in-country consultants, will help you maximize your time in the market by assisting with meetings with key retailers and importers during the show. This is your opportunity to learn about packaging, sizes, shipping, and key buyers in the Indian market firsthand. In addition, you get an opportunity to exhibit your product at the AAHAR trade show.

### Best Prospects:

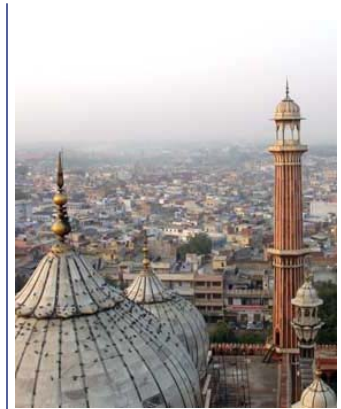
■ Breakfast Foods	■ Canned Foods
■ Snack Foods	■ Condiments/Sauces
■ Nuts	■ Specialty Foods
■ Beverages	■ Wines

### Important Information:

- Participation fee: **\$450**
- Deadline for registration: **February 12, 2010** (no refunds available after this date)

### Participants Receive:

- Pre-arranged one-on-one meetings/appointments
- Guided tour of major retailers and/or food service organizations
- Market briefing by USDA-FAS staff in New Delhi
- Meeting with market consultants to discuss your export marketing strategy and goals
- Free shipment up to 100 lbs of product to the show
- Free access to AAHAR and a small display area in the SUSTA pavilion to showcase your products



**Virginia's Finest**

Register on the Events page  
at [www.susta.org](http://www.susta.org)

#### Contact:

Joel Stopha

Virginia Dept of Agriculture  
& Consumer Services

Phone: 804-382-0590

#### Email:

[joel.stopha@vdacs.virginia.gov](mailto:joel.stopha@vdacs.virginia.gov)

Jennifer Koch

Virginia Dept of Agriculture  
& Consumer Services

Phone: 804-786-3953

#### Email:

[jennifer.koch@vdacs.virginia.gov](mailto:jennifer.koch@vdacs.virginia.gov)