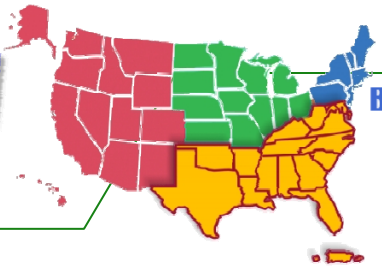
SUSTA
Southern United States Trade Association



Bringing the bounty of the Southern USA to the World.

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

IFDE India

International Food & Drink Expo
New Delhi, India • December 2-4, 2010

- www.indiafooddrinkexpo.com

India's economy is the fourth largest economy in the world according to GDP, and is projected to grow 8% in 2010, making it the world's fastest-growing economy. India's food and grocery market is the sixth largest in the world, valued at US$182 billion.

With a population of 1.2 billion, food accounts for two-thirds of the total retail market in India. The retail food sector made up US$70 billion in 2008, and is expected to grow to US$150 by 2025.

Companies that are planning to participate in the Outbound Mission to India in September are especially encouraged to attend the IFDE show in order to maintain and follow up with buyer interest generated during the fall mission. Likewise, exporters who were unable to travel earlier will find this event a useful venue to present their products to the expanding Indian marketplace.

Best Prospects:

■ Cookies & Candies	■ Snack Foods
■ Pecans, Peanuts, Nuts	■ Sauces, Salsas, Condiments
■ Juices & Beverages	■ Canned Foods
■ Wine	■ Breakfast Foods

Important Information:

- Participation fee: **$400**
- Deadline for registration: **October 1, 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 shipping (up to $1,000 per company) to the show; no shipping of product or equipment back to USA following show
- Free access to IFDE and a small display area in the SUSTA pavilion

VIRGINIA AGRICULTURE
Virginia's Finest

Register on the Events page at www.susta.org

Contact:

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