



India Outbound Trade Mission and Food & SIAL India
In collaboration with USAPEEC

Mumbai – September 16-17
New Delhi – September 18-21

India is one of the world’s fastest growing large economies and is projected to become the world’s third largest economy by 2026. India’s per capita GDP growth will increase by 61 percent and overall economic growth is predicted to accelerate to 7.7 percent in 2018. There has been an increase in purchasing power, and as a result, upper income consumers are changing their preferences of shopping at smaller markets for fresh ingredients to prepare foods at home to going out to restaurants and purchasing prepared foods. Similarly, India is a growing market for processed food imports, which are becoming more popular with the younger population, especially in urban areas. Imports of consumer-oriented foods, led by tree nuts and fresh and dried fruits have doubled since 2009 to \$4.5 billion. Demand for specialty and high value foods, including imported, such as chocolates, almonds and other dried nuts, cakes and pastries, exotic fruits, fruit juices, and Indian sweets peaks during the fall festive season, especially at Diwali - the festival of lights. This is also the best time to introduce new-to- market food products in India.

SUSTA in collaboration with USAPEEC is offering an outbound mission and trade show opportunity to southern exporters. The mission will include market tours, one-on-one meetings with pre-vetted buyers, and booth space at the SIAL India trade show. The inaugural SIAL India 2018 had more than 150 exhibitors and more than 5,000 visitors. The 2019 show is anticipated to expand on those numbers, offering great opportunity for companies to meet the keys buyers.

Participation Fee: \$400 (if you register and pay by April 23, 2019); \$600 (if you register after April 23, 2019)

Fee Includes:

- Booth Space at SIAL India 2019 (Trade show dates are September 19-21 in New Delhi)
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Market Briefing & Tour and One-on-One Meetings in Mumbai; (September 16 – 17)
- Market Briefing & Tour and One-on-One Meetings in New Delhi; (September 18 - 21, concurrent with trade show)
- In-country transportation to meeting locations;
- SUSTA will reimburse shipping for up to 50 pounds of product samples with proper documentation

Registration Deadline: June 23, 2019 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Food

Product Description: Juices and non-alcoholic beverages, Sugar- free products, Sauces and condiments, Snack foods, Canned fruits, Confectionery products, Tree nuts, Dairy and dairy products, Poultry products, Wine, and Fresh blueberries

Activity Managers:

Florida Dept. of Agriculture and Consumer Services

Debra Cox May
 Chief-International Trade and Development
 (850) 617-7316
Debra.May@freshfromflorida.com

Georgia Department of Economic Development

Josh Jacob
 International Trade Manager
 (404) 962-4091
JJacob@georgia.org

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org

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