



## India Virtual Trade Mission

Virtual  
September 20-24, 2021

India is one of the world's fastest growing large economies and is projected to become the world's third largest economy by 2026. The US remains India's biggest trading partners with mutual trade between the two countries being \$150 billion annually. 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.

India is a growing market for processed food imports, which are becoming more popular with the younger population, especially in urban areas. It is one of the top five markets for packaged food in the world, and the second largest in Asia, with a sales volume of 34 million tons. 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.

Join SUSTA for a virtual mission, which will allow you to connect with Indian buyers without ever leaving your home! Mission includes a market assessment on your products and one-on-one meetings with buyers.

**Participation Fee:** \$25

### Fee Includes:

- Customized Market Assessment
- Market briefing by i2i Consulting for all US Companies & Virtual visit to the retail / market tours
- One-on-one meetings with Indian buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

**Registration Deadline: August 15, 2021 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 50% CostShare to request 50% reimbursement of shipping costs, 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:

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