



India Virtual Trade Mission

Virtual
September 14-18, 2020

India has emerged as the fastest growing major economy in the world and is expected to be one of the top three economic powers of the world over the next 10-15 years, backed by its strong democracy and partnerships. India is poised to become the third-largest consumer market; and consumer spending in India is expected to grow to nearly USD 6 trillion by 2030, as per World Economic Forum Report. Rising affluence is the biggest driver of increasing consumption. Expanding number of middle- and upper-income consumers willing to diversify diets, with an increasing exposure to international products and western lifestyle. There is a rise in health awareness in the country. The Indian consumer is looking for high quality, hygienic and nutritious products. Dynamic food sector is expanding rapidly exposing the customers to new flavors and offerings. Increasing urbanization and growing number of working women that has led to rise of dual-income households.

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: \$25.00

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

Important Dates:

September 14th: Market Briefing by i2i and Virtual Retail Visit/Market Tours

September 15th – 18th: One-on-One Meetings with Indian Buyers

Registration Deadline: July 17, 2020 (No refunds for cancellation after this date)

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

Product Description: Grocery, Canned Goods, Wine/Beer, Non-Alcoholic Beverages (Orange Juice), Dried Fruits/ Nuts, Baking Mixes and Ingredients, Dairy Products, Snack Foods, Baby Foods, Breakfast Cereals, Natural and Organic Foods, Ready-to-eat foods, Poultry, Alcoholic Beverages

Activity Managers:

i2i Consulting

Devna Khana

Director

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

