



India Inbound Trade Mission to Georgia & Summer Fancy Food

Atlanta, Georgia & New York, New York
June 9-11, 2022

The second most populated country in the world with a population of 1.38 billion, India accounts for over 17% of the world population with one out of every six people on the planet living in India. The projections made by the UN's Population Division suggest that by 2024, India will surpass China to become the world's most populous country. India is also one of the youngest countries in the world with 62% below the age of 35 and 50% below the age of 25 years. Retail market in India is projected to grow to US \$1,200 billion in 2021, which makes it one of the fastest growing markets in the world. India is the fifth largest and highly preferred retail destination globally. The COVID-19 pandemic exacerbated consumers' need for safety and convenience, leading to an inflection in global e-commerce penetration.

U.S. agricultural exports can still benefit from India's relatively strong economic growth and demographic trends. Rising living standards, a young population, the rise of modern HRI outlets, and greater food experimentation will sustain demand for imported food products for years to come. Consumers are increasingly paying attention to their personal eating habits and are searching for new ways to eat healthy in order to boost their immunity, which has grown in importance due to COVID-19. Join SUSTA for an opportunity to connect with Indian buyers to explore opportunities in the market.

Participation Fee: \$25.00 – Atlanta, Georgia – June 9th
\$12.50 – New York – June 11th

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from India

Registration Deadline: April 22, 2022 (No refunds for cancellation after this date)

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, Poultry products, Wine, and Fresh blueberries

Activity Managers:

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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.