

## Brief Note on 'IndusFood'

Trade Promotion Council of India (TPC) had organized five editions of '**IndusFood**' successfully. Over the last five years, 'IndusFood' expanded its market share across the world and established itself as one of the top-Ten F&B Trade Fairs globally. As the largest processed food trading platform in South Asia, it brings together prominent Indian F&B producers and global food & hospitality community under one roof. Besides strengthening major export sectors like rice, tea and spices, 'IndusFood' also endeavours to give a strong impetus to niche segments within the Indian F&B industry like ready-to-eat, ethnic, organic, health and vegan, which have huge untapped potential in the global market.

Despite Pandemic scare, 4<sup>th</sup> and 5<sup>th</sup> editions of 'IndusFood' were organized. The 5<sup>th</sup> Edition of 'IndusFood' along with 2<sup>nd</sup> edition of its co-located show 'Indusfood-Tech' was inaugurated by Shri Bhagwanth Khuba, Hon'ble Minister of State for Chemical and New & Renewable Energy, on 8<sup>th</sup> January 2021. TPCI was greatly honoured to have received a message from the Hon'ble Prime Minister of India, which was published in **FRESH** magazine, a special edition on the activities of 'IndusFood'. Over 400 Indian exporters exhibited their products to 1000+ buyers from 60 countries and business deals worth US \$1 billion were reportedly generated. Incidentally, this was the first international exhibition (after COVID) organised in India.

TPCI has devised a strategy to make 'IndusFood' a multi-locations event in order to promote State or Regional brands of agri & food and beverages products having high potential for growth with value addition. **We are pleased to inform you that instead of Delhi, the Sixth edition of 'IndusFood' will be organized on 8-10 January 2023 at HITEX Exhibition Center, Izzat Nagar, Hyderabad, Telangana.** This will provide opportunity to local small and medium food producers in the Southern Indian region to discuss future business prospects with global buyers.

TPCI will offer some of the benefits, **only** to Buyers/importers who can take **procurement decisions**, under **Hosted Buyer Programme**:

- Partial/Full Airfare Reimbursement (Pre-fixed as per Country of Region). *(Kindly visit <http://indusfood.co.in/hosted-buyer-program> to see the reimbursement approved for your country);*
- 3 Nights of 4/5 Star hotel accommodation;
- Online business matchmaking Platform;
- Airport & Venue group transfers;
- Lunch at Buyer Lounge at the venue;
- Visa Assistance; and
- Interpreters on request

All applications for Hosted Buyer Benefits are subject to confirmation by the '**IndusFood**' Screening Committee and offered on 'first come first served basis'. Should the Missions require any specific information regarding the event, "IndusFood" organizing team of the TPCI shall be happy to address.

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