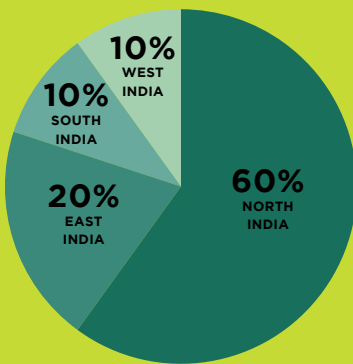


A Fast Track to the Indian Market

VISITORS

8,000

INDIAN VISITORS BY REGION



MOST POPULAR PRODUCTS

-  GROCERY
-  FRUITS & VEGETABLES
-  ALCOHOLIC BEVERAGES
-  NON-ALCOHOLIC BEVERAGES
-  CONFECTIONERY

EXHIBITORS

500 from 40+ countries

INDIAN MARKET FACTS

- The world's second most populous country, with **1.39 billion** consumers.
- Shifted consumer behavior, in addition to a sharp increase in e-retail, presents more opportunities for U.S exporters.
- COVID-19 has shifted price-sensitive Indian consumers to more high-value food consumption habits.

PRODUCTS CATEGORIES WITH GOOD SALES POTENTIAL



TREE NUTS



FRESH FRUIT



SNACK FOOD



ALCOHOLIC BEVERAGES



CANDY



SIAL India 2019 was well organized. I was able to meet with buyers from India and neighboring countries. I am very pleased with my participation.

Jag Biswas - BuzzBallz, LLC



TOP REASONS TO EXHIBIT

- Take advantage of pre-arranged meetings with FIFI (Forum of Indian Food Importers) and IFCA (Indian Federation of Culinary Associations) members, where this extensive Hosted Buyers Program **generated 1000+ meetings in 2019**
- USA Pavilion participation includes a **local retail tour & an educational seminar program** covering the ins-and-outs of doing business in India
- The Indian economy is expected to be one of the world's **top three economic powers** over the next 10-15 years

Maximize your ROI with the USA Pavilion at SIAL India 2022



You Focus on Sales, We Handle the Rest



Prime Location

Highly desirable location ensuring maximum traffic & visibility



Turnkey Solutions

All-inclusive premium booth packages & customization options



Government Support

OAA staff on-site for market assistance & promotion



Enhanced Visibility

Company listings in official printed, online & Pavilion directories



Full Access

Complimentary exhibitor badges & visitor invitations



Expert Assistance

Dedicated IMEX staff from registration through show days on-site



Exclusive Services

Preferred hotel, freight forwarding, interpreter, catering, etc.



Hosted Buyer Program

Boost your results with the hosted buyer program

Reserve your Space and More Information



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[USDA RETAIL MARKET REPORT](#)

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USA PAVILION AT SIAL INDIA 2022 ORGANIZED BY



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