

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Food and Grocery Forum 2015

Report Categories:

Trade Show Evaluation

Promotion Opportunities

Market Promotion/Competition

Retail Foods

Food Service - Hotel Restaurant Institutional

Snack Foods

Tree Nuts

Fresh Deciduous Fruit

Approved By:

Adam Branson

Prepared By:

Priya Jashnani

Report Highlights:

Firms interested in the Indian retail food sector may find the [Food and Grocery Forum India \(FGFI\)](#) a useful platform. This report contains FAS Mumbai's summation of the 8th edition of FGFI and additional information for U.S. exporters interested in the Indian food market. The 9th edition of FGFI is tentatively scheduled for Mumbai in 2016 (dates to be determined).

General Information:

In summation, FGFI is a beneficial platform for U.S. exporters that are interested in the Indian food market. USDA/FAS had an information booth at the show for the second consecutive year and generated 40 new contacts and some potential trade leads from its participation at the show from January 14 to 16, 2015, in Mumbai, India at the Bombay Exhibition Center. Included, here, is a link to the organizer's [Post Show Report](#).

The show was sponsored by the Forum of Indian Food Importers (FIFI) and the National Restaurant Association of India (NRAI) and is organized by the Images Group in association with the Ministry of Food Processing. The educational sessions provided information on issues that affect commercial decisions and information on Indian food laws and regulations, changing consumption patterns, development of new commercial hubs, private labeling, and several other topics. Presentations and discussions included representatives from India's leading retailers, food processors and industry consultants.

There were 117 exhibitors of which 59 were international exhibitors from seven countries with over 8,000 trade visitors during the three days of the show. Canada (British Columbia), Australia, Dubai, United Kingdom, Spain, Iran organized national pavilions. There were three U.S. companies (two cooperators and one independent company) present at the show. They were:

1. California Walnut Commission, Folsom, CA 95630
2. Washington Apple Commission, Wenatchee, WA 98801
3. Paramount Farms, Lost Hills, CA 93249

Images Group, in addition to the trade show and concurrent educational sessions, organized the Coca Cola [Golden Spoon Award](#) for those individuals and companies that had outstanding achievements in food service operation or for food and grocery retailers for the calendar year.

In 2013, U.S. consumer-oriented food and agricultural product exports to India were a record \$519 million. U.S. tree nut exports equaled nearly \$369 million. In 2014, through July, total consumer-oriented exports were just over \$300 million and tree nuts exports accounted for just over \$200 million. Other strong and/or growing areas in 2014 included: fresh and processed fruits, condiments and sauces, chocolate and cocoa products, as well as prepared food products.

FAS Mumbai plans to provide summaries of the shows that it visits given FAS Washington and stakeholders interest in understanding the proliferation of food and agricultural-related shows in India. This information should not, under any circumstances, be considered an endorsement of a show, or, discouragement from participating in a show. Rather, the information is designed as a reference for possible future discussions aimed at identifying new or alternate trade shows in India.

Image 1. India: Selected Photos from the trade show

