



From 21st to 27th November 2010



Photo: Ben King

Food & Beverage Trade Mission to Bangalore & Annapoorna World of Food, Mumbai

Expressions of interest are invited from Food & Beverage companies in Victoria to be a part of this exciting Food & Beverage Trade Mission.

The Victorian Government has appointed VECCI to facilitate, manage and lead a trade mission to India to visit **Bangalore, the fastest growing consumer oriented city in India** as well as Annapoorna – World of food India in Mumbai from 24th of 26th November 2010. The Victorian Government Business Office in Bangalore India will provide valuable onground support in providing a briefing on the market and assist in organising meetings with potential distributors / importers.

This is the 5th year Annapoorna - World of Food India has been hosted by Koelnmesse GmbH and Federation of Indian Chamber of Commerce and Industry (FICCI). Based on the feedback, excellent overall results confirm its role as the central communication and order platform for the Indian food and beverage market. Annapoorna World of food India is a B2B trade fair and offers an outstanding platform for acquiring information, taking orders and networking. Most of the visitors come from India and its neighbouring countries.

Last year, visitors included major purchasing organisations and trading companies such as Metro Cash & Carry, Tesco, Reliance, Spencer's and 7 Seas Group, to name just a few. Buyers from catering companies, hotels, resorts, restaurants and food service providers were also registered as visitors to the fair.

The Victorian Government will set up a stand to represent Victorian capability and participants in the mission will have the opportunity to display their products.

India the Fastest Growing Free Market Economy

The US \$1.2 trillion Indian economy grew at 7.4% in 2009-10 and the IMF has just upped its forecast for India's growth in 2010 to 9.4%. The BMI India Retail Report for the third-quarter of 2010 released in May 2010 forecasts that the total retail sales will grow from US\$353 billion in 2010 to US\$ 543.2 billion by 2014. Strong underlying economic growth, population expansion, the increasing wealth of individuals and the rapid construction of organised retail infrastructure are key factors behind the forecast growth. Organised retail in India is expected to increase from 5 per cent of the total market in 2008 to 14 -18 per cent of the total retail market by 2015. The growth in the overall retail market will be driven largely by the explosion in the organised retail market. When the retail sector is opened to Foreign Direct Investment, it will only add to this rapid growth.

The Indian middle class, depending on how you measure it is anywhere between 100 - 300 million and is characterised by global lifestyles and tastes. The demand for gourmet foods by this small, but growing segment is driving retail chains such as Spencers, Foodworld and Reliance to diversify into gourmet stores. New chains such as Ruchi and Itoni catering exclusively to the gourmet tastes are springing up in major cities in India. (Source: India Brand Equity Foundation)



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Who Should Participate?

Companies in the Food & Beverage Sector interested in accessing this growing market should register for this event. Opportunity to participate in this event is limited to a maximum of 10 companies and VECCI is currently in discussions with the Victorian Government for a subsidy for participating companies.

Cost of Participation

Companies participating are required to meet their personal costs such as food, accommodation and airfares. A competitive airfare and accommodation package will be made available. Costs associated with organising and facilitating business meetings, inclusion as part of the Victorian Government stand, inclusion in the trade show directory and freighting of samples for display, on-ground transport, inclusion in mission brochure, participation in networking events, pre and post departure briefings etc. will be approximately \$3800*(exclusive of GST).

Please note, a deposit of \$1,000 is required as confirmation of participation

*A **subsidy** by the Victorian Government for eligible participants may be available subject to Ministerial approval.

To register your expression of interest complete the form below and email gheffernan@vecci.org.au or fax to 0386625201. If you want more information, please contact Geeta Heffernan, International Business Development Manager, VECCI on 86625236 or fax this form to 8662 5201.

Deadline for Registration: 30th September 2010

Trade Mission to Bangalore & Annapoorna World of Food, Mumbai, India - 21st to 27th November 2010

Registration of Interest to Participate

Fax: Geeta Heffernan on 8662 5201

Name/s: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Product/Service: _____