



## **India Outbound Trade Mission**

*New Delhi & Mumbai  
Oct. 29th- Nov. 3rd, 2017*

As part of the BRICS, India is experiencing a period of growth and expansion. As a result, we are beginning to see changes in their food market. For example, imports of consumer oriented food products have doubled since 2009, reaching a total of \$3.89 billion USD. Aside from economic changes, India is experiencing a food purchasing renovation led by its urban, upper middle class. These types of consumers are receptive to the introduction of foreign cuisines. This outbound trade mission will visit Mumbai and New Delhi; the two commercial and financial capitals of India. This activity coincides with the most opportune time window to introduce new products into the Indian food market as the sale of high value food items peaks during this period.

### **Fees: One-on-one meetings with Indian buyers, \$600**

#### **Fee Includes:**

- Reimbursement of hotel within the Federal per diem rate for one company representative within the approved mission dates;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Shipping of up to 100lbs of product samples\* through SUSTA's designated freight forwarder. \*frozen/chilled shipments to be handled on a case by case basis

**Product Description:** Suitable products include, but are not limited to: Nuts (almonds, pistachios), Beverages and fruit juices, Confectionary products & snacks, Condiments, Sauces and Seasonings, Fresh Produce, Cocoa and Cocoa products

**Industry Focus:** Ingredient, Organic, Produce and Retail food products

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

### **50% CostShare**

Apply now for 50% CostShare to request 50% reimbursement of expenses related to this event, such as travel for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials, freight for shipping samples and marketing materials to and from the event and more!

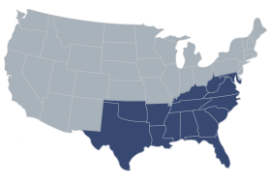
#### **Activity Managers:**

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