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- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

AAHAR Show & Trade Mission

Pragati Maidan Exhibition Center New Delhi, India • March 12-16, 2012

- **Guided tour of India's major retailers**
- **Visits to traditional and modern markets**
- **Pre-arranged one-on-one meetings**
- **Exhibit at AAHAR, one of India's premier trade shows**

The Indian food market is estimated at over \$182 billion and accounts for about two-thirds of the total Indian retail market. The retail food sector is expected to grow from around \$70 billion in 2008 to \$150 billion by 2025, accounting for a large chunk of the world food industry, which is forecast to grow from \$175 billion to \$400 billion by 2025.

i2i Consulting, SUSTA's in-country consultants, will help you maximize your time in the market by assisting with meetings with key retailers, importers, distributors and wholesalers during the show. This is your opportunity to learn about packaging, sizes, shipping, and key buyers in the Indian market firsthand. In addition, you get an opportunity to exhibit your product at the AAHAR trade show.

Best Prospects:

■ Breakfast Foods	■ Canned Foods
■ Snack Foods	■ Condiments/Sauces
■ Nuts	■ Specialty Foods
■ Beverages	■ Wines

Important Information:

- Participation fee: **\$450**
- Registration Deadline: **February 10, 2012** (no refunds available after this date)

Participants Receive:

- Pre-arranged one-on-one meetings/appointments
- Guided tour of major retailers and/or food service organizations
- Market briefing by USDA-FAS staff in New Delhi
- Meeting with market consultants to discuss your export marketing strategy and goals
- Free shipment up to 100 lbs of product to the show
- Free access to AAHAR and a small display area in the SUSTA pavilion to exhibit your products
- Activity participation fee and dates are subject to change



Virginia's Finest

Register on the Events page
at www.susta.org

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