

INBOUND MISSION

2015 INDIA: CONSUMER-ORIENTED INBOUND TRADE MISSION

Thursday, Oct 22 - Tuesday, Oct 27, 2015
Registration: Friday, May 8 - Tuesday, Oct 27, 2015
Los Angeles, San Francisco, Miami | Asia - (inactive)

EVENT DETAILS

****ATTENTION**** PLEASE NOTICE DATE AND LOCATION CHANGES

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

India Consumer-Oriented Inbound Trade Mission:

- October 22, 2015 Meetings in Los Angeles, CA
- October 23, 2015 Meetings in San Francisco, CA
- October 24, 2015 Site visits in California
- October 26-27, 2015 in Miami, FL at America's Food & Beverage Show

Benefits from participating in the activity include:

- Meet one-on-one with high-quality food buyers from major food and retail establishments
- Feature your products and learn about buyer preferences, and market demands
- Gain exposure in one of the world's fastest growing consumer markets

This will be an excellent opportunity for companies to participate in the growing India market. Recent changes in India's lifestyle and dietary culture, coupled with a rising middle class with higher income levels, have stimulated significant growth of the retail and food service sectors. Because of these shifts, consumers are seeking more international tastes while becoming increasingly aware of food quality and safety.

India which is one of the world's largest food producers is witnessing a rapidly growing demand for fresh and processed food, foodservice and food ingredient categories. Processed food imports are becoming more popular with the younger population, especially in urban areas. This backdrop makes the growth and outlook of the imported food sector exciting for US food exporters. It is very important that importers and retailers from India are made aware of the food products from the United States in terms of their nutritional value, quality, safety, handling and trade.

Meeting times are offered on a first-come, first-served basis. WUSATA encourages companies to register early.



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website.

- **Suitable products include, but are not limited to:** Consumer-ready products, food service products, snack foods, health foods, fruit, produce (both fresh and processed), processed foods, specialty foods, confections, beverages, wine, baking ingredients, cereals, and other foodservice/retail products.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Produce

Retail Products