



Ministry of Commerce & Industry  
Government of India

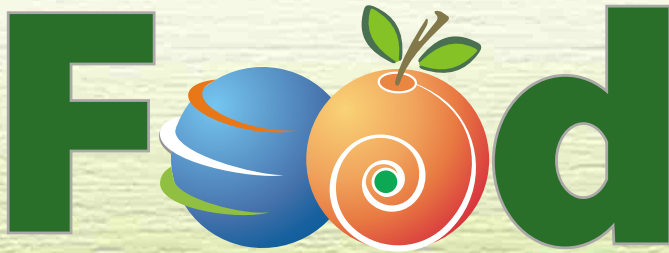


Confederation of Indian Industry  
Since 1895



**M O F P I**  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
GOVERNMENT OF INDIA

**2<sup>ND</sup> PROCESSED**



**ADVANTAGE  
INDIA 2010**

**30-31 August, New Delhi**

**FEEDING GLOBAL BUSINESS OPPORTUNITIES**



Supported By



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**Agricultural & Processed Food Products  
Export Development Authority**

Ministry of Commerce & Industry, Government of India

# 2<sup>nd</sup> Processed Food Advantage India

30-31 August 2010 : New Delhi



The result of the first Processed Food Advantage India '08 was gratifying and CII was continuously working to expand India's Share in the Global Processed Food Markets. This project has created the groundwork for expanding Indian outreach in processed food products to the world.

Our interface with the International Buyers that had visited the First Meet and the experience gained from the One-to-One Buyer- Seller meetings brought to the fore an in-depth understanding of the requirement of the Buyers and Sellers.

CII is organizing the 2<sup>nd</sup> Processed Foods – Advantage India '10 – "Positioning India as a Food Factory of the World" (An International Buyer Seller Meet of Indian Processed Food) on 30-31 August 2010.

This proposed second buyer-seller meet will bring both the buyers from Foreign and the sellers from Indian market together to understand their requirements in the processed food sector. The proposed Meet also provides an opportunity for both Foreign Buyers and Indian Sellers a common platform for sharing their views on the respective significance areas. It also gives opportunity to Indian players for utilizing foreign market for accelerating growth in the sector through export.

The main purpose of the Buyer Seller Meet and the Summit is to position India as a **food-outsourcing hub** for the Processed Food Sector to the world with adequate supporting services and institutional frameworks.



## Glimpse of 1<sup>st</sup> Processed Food Advantage India

- The 1<sup>st</sup> Summit created a unique opportunity for Indian Manufactures and International Buyers to interact and explore opportunities to expand trade in Processed food.
- Over 30 International Buyers from 16 countries visited India.
- More than 2000 one-to-one Buyer Seller Meetings were organised
- Buyers Visited from : USA, Germany, Dubai, Thailand, France, Singapore, Japan, Australia, Ireland, Hongkong etc.

## Key Objectives

*The summit will therefore aim to:*

- Sensitise Indian manufacturers to the huge potential of the global industry and expose them to the needs of global buyers.
- Lead the Indian players to calibrate their strategies to tap global business opportunities
- Sensitise the global buyers including producers to the competitiveness of the Indian food processing industry in terms of the variety and value which can induce them to redefine their sourcing and supply chain.
- Facilitate interactions between Global buyers and Indian producers.
- Create awareness among the large number of service providers – logistics, packaging, etc., about the food processing opportunity.
- Create a forum where Indian standards, quality norms and related issues can be discussed.
- Identify areas for regulatory policy changes in India.



## Contours of the Summit

**A. The Conference:** Half day conference will facilitate key message exchanges in a structured way.

### Faculty

The Conference will be a meeting of the minds for developing appropriate solutions for all participating entities. A galaxy of industry representatives will make up the faculty of the seminar that will be organized during the course of the Summit. The target faculty will be from:

- Representatives of international buying companies.
- International experts in the food processing sector.
- Indian exporters and manufacturers.
- Regulatory bodies and Government Ministries
- Service providers and other stakeholders in the entire food processing sector.
- Finance professionals working in the food sector.



**B. Buyer-Seller Meet & One-to-One Meetings:** A key feature of the Summit will be the one-to-one meetings to explore the possibilities of entering into strategic partnerships for outsourcing and exports.

## Sectors in Focus

- |                             |                         |
|-----------------------------|-------------------------|
| • Milk & Milk Products      | • Confectionery         |
| • Fruits & Vegetables       | • Bakery                |
| • Cereals & Grains          | • Spices and Condiments |
| • Meat & Meat Products      | • Snack Foods           |
| • Marine Products           | • Ready to Eat          |
| • Drinks & Beverages        | • Food Additives        |
| • Jams, Jellies and Pickles | • Food Services         |
| • Alcoholic Beverages       | • Logistics             |

### Exhibition:

A exposition of Indian Food products, space available for select companies on first-come-first-served basis.



To block your space contact: [neha.aggarwal@cii.in](mailto:neha.aggarwal@cii.in)

## Key Benefits

### For Buyers

- A first hand knowledge of the depth and range of Indian processed food industry, and its capabilities to offer outsourced manufacture.
- Opportunities to enter into strategic alliances and joint venture partnerships with Indian players.
- Identification of Indian processed foods for sourcing.

### For Sellers

- Brand Visibility and an opportunity to exhibit Indian food products in a quality global forum with industry experts, opinion makers and Ministry representatives.
- Exposure to new trends, expert opinion and awareness of global export norms.
- Intensive industry insight within a 2 day time frame.
- Networking opportunities within India & Potential Business Development opportunity on an international platform.

### For Inputs and Service Providers

- Knowledge of outsourcing opportunities
- Opportunity to enter into strategic alliances and JVs with global players

## Sponsorship Opportunities

The Summit is a powerful platform for domestic and overseas processed foods buyers and sellers to gain a large mindshare of the participating entities.

To know about the special privileges for sponsors, write to [r.vaidyanathan@cii.in](mailto:r.vaidyanathan@cii.in) / [elizabeth.jose@cii.in](mailto:elizabeth.jose@cii.in)

## About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII has taken up the agenda of "Business for Livelihood" for the year 2010-11. Businesses are part of civil society and creating livelihoods is the best act of corporate social responsibility. Looking ahead, the focus for 2010-11 would be on the four key Enablers for Sustainable Enterprises: Education, Employability, Innovation and Entrepreneurship. While Education and Employability help create a qualified and skilled workforce, Innovation and Entrepreneurship would drive growth and employment generation.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Knowledge Partner



For further details and registration, please contact :

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For online registration and further reference material, please log on to

[www.processedfoodsourceindia.org](http://www.processedfoodsourceindia.org)

Reach us at

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