

# INVITATION

## Danish Business Delegation focusing on final foods to India Virtual meeting 25 August 2021 9-14 CET

### DANISH BUSINESS DELEGATION

The Danish Agriculture & Food Council (DAFC) and the Trade Council in New Delhi are organising a virtual business delegation focussing on India's market for final food products. The delegation programme will allow Danish food producing/trading companies to become exposed to and meet with largest online retailer in India - the owner of one of the most important digital platforms for food items trade in India – and likely an Indian retail/import company within the final foods segment.

The plan is to follow up on this event by organising a physical visit to participate in an important final foods exhibition in India at a later stage. This will also allow Danish companies to meet central Indian stakeholders and buyers within final foods, when the traveling conditions allow for it.

### THE OPPORTUNITIES IN INDIA

India is one of the fastest growing major economy in the world. With an average of 6-7% economic growth per annum Indian middle class being the biggest beneficiary is increasing fast. With rising economic prosperity, changing lifestyle and food habits the demand of various high-quality imported food items has been increasing fast.

Due to the pandemic e-commerce platforms and healthy foods are experiencing an exceptional demand boom. The import growth of imported food items is rising at a rate of 12 to 14% per annum. Denmark is highly regarded as a high-quality food country and can tap into this increasingly lucrative market opportunity.

### WHY JOIN?

- Present own food products to Indian platform owner/buyer
- Explore the sales and investment opportunities in India and gain marketing and sales visibility
- Obtain exposure through a focused exporters' catalogue targeted at the Indian stakeholders

### WHO SHOULD JOIN?

The delegation is open to companies which produce final food products, characterised by high food quality, food safety/biosecurity, sustainability, efficiency and nutrition.

This includes companies within the following categories:

- Dairy products (incl. cheeses, yoghurts, etc.)
- Meat products
- Ready-to-eat products
- Chocolate and confectionary
- Nutraceuticals, health/immunity enhancing food etc.
- Alcoholic and non-alcoholic beverages, energy drinks, etc.
- Jams and juices
- Bakery, breakfast essentials, gourmet products, healthy oils
- Vegan and plant-based food products, etc.

Companies which are either looking into new business development opportunities or are already present and want to expand in India within the final foods segment will benefit from participating in the delegation. Channels of sale will include retail, HORECA, and B2B.



## WHAT WILL YOU GAIN?

By joining the delegation, you will get the opportunity to:

- Obtain a broader understanding of the consumer trends and market situation within the Indian final foods sector
- Become introduced to important stakeholders within food related e-commerce and retail
- Gain insights into their business plans
- Obtain direct B2B meetings with representatives from largest online retailer in India and a specific Indian retail/import company (to be confirmed), and increase the chances for sales leads

## PROGRAMME STRUCTURE

This virtual delegation programme will comprise a general webinar part with informative interventions and presentations for all Danish companies who have registered, including presentations by largest online retailer in India and an Indian retail/importing company (to be confirmed) on their business plan, business model and category focus.

The programme will also comprise a B2B part with individual 30 minutes meetings, preferably held on the same day as the webinar part.

## EXPORTERS' CATALOGUE

In order to arrange the B2B meetings at the highest and most relevant level you will need to fill in a company profile prior to the delegation meeting (by 12 August). Comprising all profiles, the exporters' catalogue will be shared with the Indian companies in advance and will work as your selling platform.

## PROGRAMME OUTLINE

- Briefing on Indian food market development
- Presentation by e-commerce platform operator on the e-commerce landscape
- Presentation by retail/import company trading via the largest online retailer platform in India on how to optimise use of the platform
- One guaranteed B2B meeting per Danish company with largest online retailer in India (including knowledge sharing and business leads to users/buyers using the platform)
- One possible B2B meeting per Danish company with an Indian retail/import company using the platform

## PRICE

The price for participating in the delegation meeting, both the webinar part and the individual B2Bs, as well as being part of the exporters' catalogue, is DKK 1,800, excl. VAT for one company representative. It is subject to a subsidy by the Trade Council and the associated de minimis rules.

## HOW TO REGISTER

Please use [this link](#) to register for the delegation meeting.

**Deadline: Wednesday 11 August 2021 at the latest**

## CONTACTS FOR FURTHER INFORMATION:



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