



Ministry of Commerce & Industry
Government of India



Confederation of Indian Industry



MOFPI
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA

PROCESSED



ADVANTAGE INDIA 2008

17-18 July, New Delhi

FEEDING GLOBAL BUSINESS OPPORTUNITIES

www.processfoodsourceindia.org

GLOBAL PARTICIPANTS

- ▶ A K Sugars, *Dubai*
- ▶ Americana Brand, *USA*
- ▶ Arabian American Technology, *Dubai*
- ▶ Atlanta Nut Company, *USA*
- ▶ ATTS PTE Ltd., *Singapore*
- ▶ Auchan International, *France*
- ▶ Barry Callebaut, *Switzerland*
- ▶ Blue Horse, *Japan*
- ▶ Casino, *France*
- ▶ Coles, *Australia*
- ▶ Edica Garnett Partners, *USA*
- ▶ Ek-Chai Distribution System Co. Ltd. (Tesco Lotus), *Thailand*
- ▶ Emirates Snack Foods LLC, *Dubai*
- ▶ Gate Gourmet Singapore Pte Ltd., *Singapore*
- ▶ Great Oriental Food Products Co. Ltd., *Thailand*
- ▶ Haridas Nansey & Partners Co. LLC, *Muscat*
- ▶ Han Fong Trading Enterprises PTE Ltd., *Singapore*
- ▶ Harmony Foods PTE Ltd., *Singapore*
- ▶ Hock Seng Food, *Singapore*
- ▶ Jaleel General Trading, *UAE*
- ▶ Khimji Ramdas, *Oman*
- ▶ Metro, *Germany*
- ▶ Pallas, *Ireland*
- ▶ Quantum Enterprise, K.K., *Japan*
- ▶ Sanjuka International, *Australia*
- ▶ Singapore Food Industries, *Singapore*
- ▶ Sibylle Preis, *Germany*
- ▶ Spinneys Dubai LLC, *Dubai*
- ▶ Sysco, *Hongkong*
- ▶ TSL Marketing & Distributors Pte. Ltd, *Singapore*
- ▶ Western Gourmet, *USA*
- ▶ Xongdur Thai Organic Food Co.Ltd, *Thailand*



Inaugural Session: Shri Subodh Kant Sahai
Hon'ble Minister of State for Food Processing Industry

The next "Outsourcing from India story" - after the success of the IT/ITES and increasing likelihood of the Auto sector - **will be the Food Processing Sector of India.**

The global processed food industry is poised for unprecedented growth in the backdrop of changing lifestyles, internationalisation of food preferences, retail boom, reduction in logistics cost, low sourcing cost and stricter enforcement of processed food regulations across continents.

Notably, Brand India is being increasingly acknowledged with the wider acceptance of Indian curry and cuisine. MNCs and food companies are continuously looking for least cost sourcing. India can leverage this opportunity to cater to the World Processed Foods Industry with its easy availability of raw materials and abundant production, varied cuisine, world class food safety and quality standards, low costs of production, scientific talent. These factors make India a favoured destination for global sourcing of intermediate and finished foods.

The unbundling of these huge potentials are seen to be constrained by certain knowledge gaps that hinder India's engagement with the global processed foods industry.

CII has envisaged a five-year sustainable initiative to create **a strong interplay amongst the Buyers and Sellers resulting in groundswell for the processed food sector. The snowballing effect will eventually result in positioning India as a strong stakeholder in the Global food Processing Industry.**

The first in the series of this initiative, the **Processed Food- Advantage India 2008**, was organised on 17-18 July in New Delhi.

CII deeply acknowledges the active support and involvement of the Ministry of Commerce & Industry and the Ministry of Food Processing Industries in launching this Initiative.

This Summit had been a landmark opportunity to understand the existing potentials and establishing key linkages between the Indian food industry with the emerging trends of the world food industry and connecting with global supply chain.

Summit Aimed At

- ▶ Informing Global buyers, including producers about the competitiveness of the Indian food processing industry, in terms of the variety and value that can induce them to redefine their sourcing and supply chain.
- ▶ Sensitising Indian Manufacturers to the huge potential of the global trade in Processed Foods.
- ▶ Leading Indian players to calibrate their strategies to tap global business opportunities.
- ▶ Facilitating profitable business linkages between global buyers and Indian producers.

The Key Components

- ▶ **A Conference** to facilitate sharing and exchanging of perspectives on the opportunities and potential for outsourcing of Processed Food from India and the critical requirements and expectations of global Buyers in this regard.
- ▶ **One-to-One Buyer Seller Meets** to facilitate development of, concrete Business linkages with International Buyers.
- ▶ An **Exhibition** to showcase the depth and range on Indian food processing sector.

EXCERPTS



"Food Processing could provide income generation opportunities for 70 per cent of the country's population, either directly or indirectly."

Shri Subodh Kant Sahai
Minister of State (IC) for
Food Processing Industries



"Processed Food Industry in India has the immense potential to be the next big MADE IN INDIA story for the nation."

Mr Piruz Khambatta
Chairman, CII National
Committee on Food Processing
CMD, Rasna International Ltd



"This is the right time for Indian producers to venture international."

Mr M.K. Jalan
Member, CII National
Committee on
Food Processing
CMD, Keventer

Key Message Exchanges On

- ▶ The Evolving Global Scenario in Processed Foods.
- ▶ Global Buyers - Opportunities and Expectations.
- ▶ Leveraging Cross Border Joint Ventures/Alliances/Mergers for Outsourcing.
- ▶ Effective Cross Border Supply Chains and Logistics.
- ▶ India's Successes in catering to the World Processed Foods Industry.
- ▶ Designing Food India Brand 2012.

CEOs' Perspectives : Developing the Country's Strategy for Food Brand India 2012



Ravi Nigam, MD, Tasty Bite Eatables Ltd, Mike Cockrell, Chief Merchandising Officer, Bharti Wal-Mart Pvt. Ltd, Shrijeet Mishra, Executive Director (Foods), Hindustan Unilever Ltd, Govindraj Ethiraj, Editor-in-Chief, UTVI News, Piruz Khambatta, Daniel Allamand, Chief Procurement Officer, Gate Gourmet Store and Rajan Chhibba, CEO, Intrim Business Associates

The CEOs Session deliberated on how to build the India Food Brand, and focus on the opportunity landscape, how do we perceive the India Food Brand, the challenges of handling the perceptions on quality, certification issue, other issues like logistics that are being faced and how to surmount them. The Session also looked into the success matrix that would make the India Food Brand successful.

Operationalising the Game Plan: A Buyer-Seller Debate



Tadgh Geary, Co-Founder & Commercial Director, Pallas Foods, Ireland, Atul Sinha, Vice President, Britannia Industries Ltd, Max Manjit Mohan, President, Pacific Century Group, Inc, USA, Rajan Chhibba, Nercy Manzoor, President & CEO, Western Gourmet Foods and Mayank Jalan, MD, Keventer Agro Ltd

The focus of the session was to check the ground reality and perspectives from International Buyers on Sourcing from India vis-à-vis Indian Companies Selling to International Buyers and how to operationalize the strategy into reality at the ground level.

Emerging trends indicate that India will not only be a major processed foods exporter in the coming years but can also become the Processed Food factory of the World.

OUR PARTNERS



Knowledge Partner



The two-day Summit attracted over 30 global buyers from all across the world who visited India to explore opportunities to expand global trade in outsourcing of processed foods. International buyers representing major **retailers** and **importers/distributors, manufacturers, food service chains** etc from Australia, France, Germany, Hong Kong, Ireland, Japan, Muscat, Oman, Singapore, Switzerland, Thailand, UAE, and USA participated in the event.



BUYER SELLER MEET

The Summit had also created a unique opportunity for Indian manufacturers in the Processed Foods and ancillary industries from a wide range of processed food products to have **one to one meetings** with a wide range of visited buyers from all over the world at one place without travelling to each country and thus providing an opportunity to develop business at the least possible cost.

More than
2000
One-to-One
Buyer Seller
Meetings
were
organized
over the two
days.

Over 30 International Buyers from 16 countries visited India to explore opportunities in outsourcing of processed foods

OUR PARTNERS



VISITORS BYTES

"It's a very effective way of introducing what the foreign markets are looking for. Food outsourcing business could be just as explosive as the growth in this industry."

Americana Brand (USA)

"The way CII has organized this event is very excellent and appreciable."

Arabian American Technology (UAE)

"Best beginning – Good Interactions plan and excellent platform of Networking."

Jaleel General Trading (UAE)

"Would like to thank all of suppliers that I met with during the Summit. I was asked to position down south a year ago and my goal was to get Sysco purchasing direct from Asia and after the first 30 days in Asia I talked my Executive Vice President and convinced him that Hong Kong was not the location, we need to be in India."

Sysco Corporation (Hong kong)

"All the appointments of the buyers V/s seller or one to one meet was fixed priory by the body and separate slots were allotted to all the buyers. Never seen such kind of arrangement made anywhere in the world."

Khimji Ramdas Ltd. (Muscat)

"When CII told me about the concept I really got excited. The Summit offered serious business opportunities, that really made the difference . I think there is a need to organise more of such events."

Mr. Mayank Jalan, MD, Keventer Agro Limited (India)

"The programme had the right people and great mix of networking, sessions and meeting time."

Mr. Atul Sinha, VP, Britannia Industries Ltd. (India)

"Good, the Buyer Seller Meet concept was very good."

Ms. Roshni Sen, Dy. Chairperson. Tea Board of India (India)

"Well organized, relevant, fruitful."

Mr. Vivek Rajapatmanabhan, CEO, Reitzel India Pvt Ltd. (India)

I would like to thank CII for their effort, time and concern. It was a pleasure to be here. "An Excellent Food Show that brought together potential buyers and importers from all around the world."

Mr. Ravi Nigam, MD, Tasty Bite Eatbles Limited, India

A Projection of Indian Processed Foods at the Summit



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