



Confederation of Indian Industry  
125 Years: 1895-2020



4<sup>th</sup> International Virtual Exhibition  
and Digital Conference

August 2020 | LIVE ON

**"Special Focus"**  
**Ingredient Pavilion**  
**Buyers - Sellers Meet**

Making **India** the Food Factory of the **World**

## CII FACE VISION STATEMENT:

### VISION

"To act as a catalyst in the integrated development of India's agriculture and food sector."

### MISSION

"To improve the competitiveness of India's agriculture & food processing sector, by catalysing innovation, building capacity and enhancing productivity across the agriculture and food value chain, ensuring food security and inclusive growth."

## Advantage India

- A largely untapped domestic market of 1000 million consumers
- 300 million upper and middle class consume processed food
- 300 million more consumers expected to shift to processed food
- Well developed infrastructure and distribution network
- Rapid urbanization, increased literacy, changing life style, increased number of women in workforce, rising per capita income-leading to rapid growth and new opportunities in food and beverages sector
- 50 per cent of household expenditure by Indians is on food items
- Strategic geographic location (proximity of India to markets in Europe and Far East, South East and West Asia)



## Food & Bev 2020-Business Benefits

- Unparalleled new business opportunities thanks to concurrent Food & Bev Tech 2012
- Establish contacts with trade visitors invited from the most comprehensive database in the region
- Network with thousands of local and regional buyers under one single roof
- An unrivaled opportunity to promote your products and services
- Introduce your Ingredients, Food & Beverage products to one of the largest and most lucrative growing markets in the world
- Allow your prospective customers to see, taste and smell your products
- Build brand awareness for your company and its products
- Learn about new trends and developments within the Food, Beverage and Ingredients industry
- Meet buyers and other key decision makers from India and around the world
- Develop and maintain relationships with new and existing clients
- Increase the impact of your new product launches

## CII Vision for Food Processing

Position India as a Major Global Player in the Processed Food Sector

### Missions



## Exhibitor Profile

Manufacturers • Importers and wholesalers of food and drinks • Trade agencies • Suppliers of fresh convenience products • Fine Food • Gourmet • Chilled Food • Frozen Food • Dairy Products • Bread & Bakery • Beverages • Organic World & Functional Food • Fish & Seafood • Meat & Poultry • Frozen production • Fruit & Vegetables • Grocery • Oils, Fats & Sauces • Nutraceuticals Products

If your company supplies and produces any of the following products then Ingredients pavilion is the perfect showcase platform for your business, to meet the buyers that matter.

Amino Acids • Antioxidants • Bakery Ingredients • Beneficial Algae • Bifido Bacteria • Bioactive Components • Blood Products • Bulking Agents • Chelating Products • Colour Additives • Cultures & Fermentation Starters • Dairy Ingredients • Dietary Supplements • Dough Strengtheners • Egg Ingredients • Emulsifiers • Encapsulated Ingredients • Enzyme Preparations • Essential Oils • Fat Replacers • Fats, Oils & Waxes • Fibres • Firming Agents • Fish Powder & Extracts • Flavours & Aromas • Flavour Enhancers • Fruit Products & Extracts • Gelling Agents & Gums • Herbs, Spices & Seasonings • Humectants • Hydrocolloids & Stabilisers • Isoflavones • Lactic Acid & Bacteria • Leavening Agents • Lipids • Marine Based Ingredients • Microbiology Testing & Identification • Nut Products • Oleoresins • Organic Ingredients • Phytochemicals • Plant Extracts • Pre & Pro-biotics • Preservatives • Proteins • Saps • Stabilisers, Thickeners & Binders • Starches • Sugars & Sweeteners • Vitamins & Minerals • Yeast Nutrients

## Visitor Profile

Persons engaged in the following fields will be admitted:

- Professionals from Food & Beverage Industry • Hypermarkets/ Supermarkets / Grocery Stores / Convenience Stores / Retailers / Department Stores • Food and Drink Importers/ Distributors / Wholesalers • Fast Food Restaurants
- Airlines / Cruise Lines / Rail • Foodservice and Hospitality Consulting • Hotels / Resorts Management
- Foodservice - Government, Military, School, Hospital
- Foodservice - Industrial/Offshore
- Bakeries/Confectioneries • Restaurants / Bars / Clubs / Café Management • Spa and Wellness
- Head Product Development from Food & Beverage Industry
- Food & Beverage Testers • Microbiologists / Researchers/ Scientists • Government & Trade Associations







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# Booth Charges and Sponsorship Avenues

| Deliverables  | Standard Booth Package                              |       |            |       | Premium Booth Package                               |       |            |       |
|---|---|-------|------------|-------|---|-------|------------|-------|
|   | CII Member  |       | Non Member |       | CII Member  |       | Non Member |       |
|   | INR   | US \$ | INR        | US \$ | INR   | US \$ | INR        | US \$ |
|   | 15,000  | -     | 16,000     | 250   | 25,000  | -     | 27,000     | 425   |
| Company Video to Upload (Corporate Video)                   | 1 Video at a time which can be changed and replaced |       |            |       | 1 Video at a time which can be changed and replaced |       |            |       |
| Upload - Product Photos/ Brochure/ Videos/ Brief Write Up   | 4 Nos.  |       |            |       | 10 Nos.   |       |            |       |
| Chat Option (Between Buyer/ Visitors with Exhibitors)       | Yes   |       |            |       | Yes   |       |            |       |
| Video Chat Option (Between Buyer/ Visitors with Exhibitors) | -   |       |            |       | Yes   |       |            |       |
| 2 Booth representatives Enquiry Submission (Email / SMS)    | Yes   |       |            |       | Yes   |       |            |       |
| Feature to add Company's social Media Handles               | Yes   |       |            |       | Yes   |       |            |       |
| Large banner for Product/ Company Profile                   | 1 Banner  |       |            |       | 2 Banner  |       |            |       |
| Feature to add Company Logo                                 | Yes   |       |            |       | Yes   |       |            |       |
| Option to select colour scheme                              | Yes   |       |            |       | Yes   |       |            |       |
| Company Logo with URL on Fascia Board                       | Yes   |       |            |       | Yes   |       |            |       |
| 1 Visiting card drop box                                    | Yes   |       |            |       | Yes   |       |            |       |

\*Prices indicated are per booth. \*\*GST 18% Extra.

| Sponsorship Avenues | Platinum Partner |       | Gold Partner |       | Silver Partner |       | Associate Partner |       | Corporate Partner |       | Webinar Partner |       |
|---------------------|------------------|-------|--------------|-------|----------------|-------|-------------------|-------|-------------------|-------|-----------------|-------|
|                     | INR              | US \$ | INR          | US \$ | INR            | US \$ | INR               | US \$ | INR               | US \$ | INR             | US \$ |
|                     | 5,00,000         | 7,352 | 4,00,000     | 5,333 | 3,00,000       | 4,411 | 2,00,000          | 2,666 | 1,00,000          | 1,470 | 1,00,000        | 1,470 |

For details on Sponsorship benefits, please write to us.

## About CII



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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895 and celebrating 125 years in 2020, India's premier business association has more than 9100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 291 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

India is now set to become a US\$ 5 trillion economy in the next five years and Indian industry will remain the principal growth engine for achieving this target. With the theme for 2019-20 as 'Competitiveness of India Inc - India@75: Forging Ahead', CII will focus on five priority areas which would enable the country to stay on a solid growth track. These are - employment generation, rural-urban connect, energy security, environmental sustainability and governance.

With 68 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

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