

Why Fi India is the show for you

I am in the F&B ingredients business, why should I exhibit at Fi India 2024?

Fi India is unique as it is the only event dedicated solely to food ingredients in India, making it the must-attend business platform for food and beverage professionals in the region. Fi India is expected to attract **15,000+ trade attendees and 200+ exhibitors**, reflecting the ongoing growth of the food and beverage market in India and the surrounding region.

Why Bengaluru?

This year Fi India will return to Bengaluru, which has emerged as a top choice for food industry professionals. Home to several industry leaders like ITC, MTR, Nestle, Britannia and Heritage Foods, Bengaluru's multitude of food processing units, research centres and dynamic technology sector make it a great choice for F&B companies looking to enter or expand into the rapidly growing Indian market.

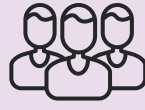


Who will you meet at Fi India 2024?



69%

of visitors with purchasing power



31%

of visitors at C-suite level



48

visiting countries

Top 5 visitor interests



Bakery and confectionary



Food supplements and nutraceuticals



Beverages



Natural products

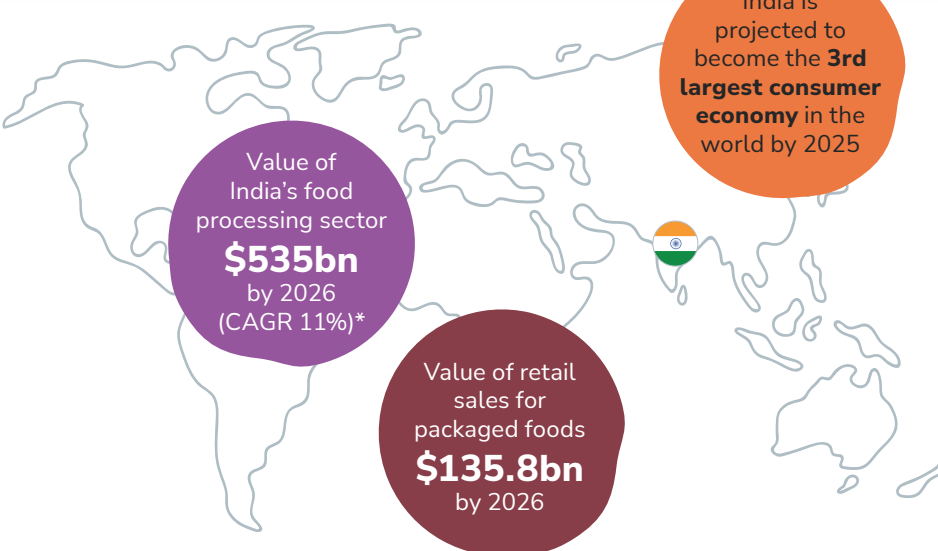


Dairy

Top 10 visiting countries

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|---|---|---|---|---|
|  1. UAE |  2. Bangladesh |  3. USA |  4. Singapore |  5. Indonesia |
|  6. Thailand |  7. South Korea |  8. Sri Lanka |  9. Vietnam |  10. Nepal |

Why should I grow my business in the Indian market?



Top 10 exhibitor sectors

1. Bakery
2. Beverage
3. Confectionery
4. Dairy and dairy alternatives
5. Functional food and beverages
6. Flavour ingredients (Spices, seasonings and fragrances)
7. Natural food colours
8. Nutraceutical ingredients
9. Dehydrated
10. Natural enzymes

* Source: <https://www.ibef.org/blogs/growth-opportunities-for-the-food-processing-industry-in-india>

Is Fi India part of the Fi Global portfolio?

Yes! Fi India is the only event in India under the Fi Global brand. This also means that the brand brings with it the strong brand, expertise and network that are associated with Fi Global events such as Fi Europe, Fi Africa, Fi Asia and many more.



Why should I exhibit at Fi India instead of other events in the region?

Launched all the way back in 2006, Fi India is the driving force to India's processed food sector and is India's **only dedicated event for the ingredients industry**. This makes it the perfect platform for you to showcase your products to thousands of buyers and decision-makers.



Customer insights

80% of exhibitors were highly satisfied with their experience with Fi India 2023

87% of last year's exhibitors would like to reserve their booth for Fi India 2024

71% of visitors were highly satisfied with their experience with Fi India 2023

Features

- Innovative product showcase
- Global Trend Zone
- Conference
- Live demonstrations
- Fi Awards
- Women in Food Panel Discussion
- CEO Roundtable
- Lead retrieval and matchmaking through event app



"Fi India has been an outstanding show for us. We have experienced a significant increase in footfall at our stall, which has led to numerous opportunities. We were pleased to observe a diverse international audience in attendance. Fi India has proven to be an excellent platform for discovering innovative ingredients and promoting our products to a broader audience. This exhibition plays a pivotal role in the growth of the ingredient industry. If you are an ingredient manufacturer, Fi India is a must-visit event."

Murtuza Badami, Director, Murtuza Foods Pvt. Ltd



"As a regular visitor of Fi India and other Fi global exhibitions, I must say that this time I witnessed a remarkable change in the Mumbai edition. The arrangement was fantastic, and the overall setup was superb. The larger gathering and the greater number of stalls made this edition far superior to the previous ones. In addition, having ProPak alongside added to the overall positive experience. As a result, we are now planning to exhibit with Fi India in the future as well."

Chandran O. V., Managing Director, Pushpa Flavours & Fragrances Pvt. Ltd



Enquire about exhibiting today!