



WORLD FOOD INDIA 2023 3rd to 5th November Processing for Prosperity

Venue: Pragati Maidan, New Delhi

A Global Event To Showcase, Connect And Collaborate

PARTNERSHIP OPPORTUNITIES FOR INDUSTRY

- POLICY ROUNDTABLES
- B2B/B2G/G2G MEETINGS
- EXHIBITIONS
- FOOD STREET
- THEMATIC SESSIONS
- STARTUP AWARDS





WORLD FOOD INDIA 2023

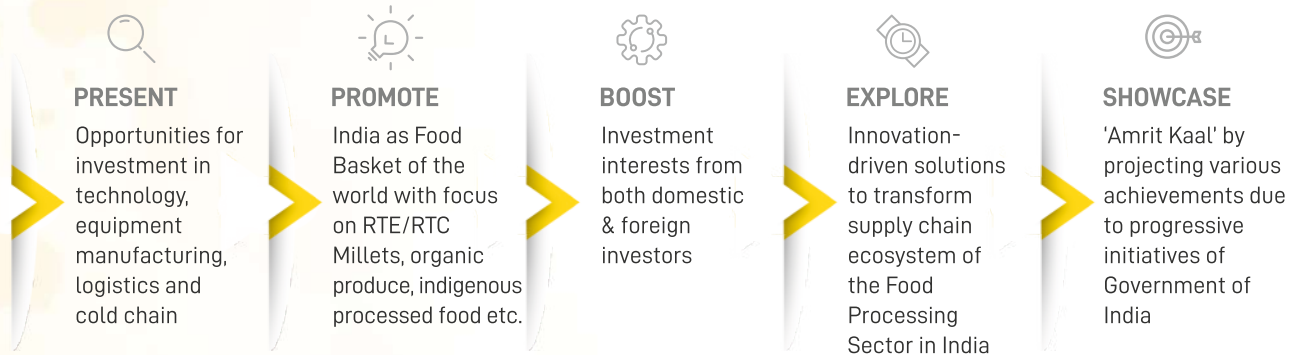
The Indian food processing sector has grown rapidly with an average annual growth rate of 9 percent in the last five years. The sector facilitates strong linkages between industry and the agriculture sector through a wide range of activities, including farming, aggregation, processing, packaging, storage, and distribution. The sector has also witnessed immense surge of opportunities in its champion sectors like frozen food, ready to eat/ready to cook products, millets/nutri-cereals etc.

Recognising the potential of food processing sector in transforming India as the food basket of the world, the Ministry of Food Processing Industries, Government of India has adopted measures to channelise investments in food processing sub-segments. This includes backward linkages, food processing

equipment, processing related R&D, cold chain storage solutions, start-ups, logistic & retail chains, encompassing the entire food processing value chain.

With the objective of introducing the world to rich Indian food culture as well as promoting investments in the diverse food processing sector of the country, the Ministry of Food Processing Industries launched the first edition of World Food India in 2017. In view of celebrating 2023 as the International Year of Millets and to bring global food processing industry together, the Ministry is organising the second edition 'World Food India 2023' from 3-5 November 2023 at Pragati Maidan, New Delhi

INDIA as Food Basket of the World



Why visit WFI 2023

- Over 50,000 sq. m of Exhibition Space
- Conferences & Thematic Knowledge Sessions
- B2B, B2G & G2G Meetings
- Showcasing India's State Pavilions
- International Country Pavilions
- Exclusive CEO Roundtables
- Industry Roundtables with Policy Makers
- State & Country Sessions
- Startup Awards & Incubation Cells
- Food Street for exclusively curated food experiences

Who should attend

- Food Processing & Manufacturing Companies
- Food Startups & Innovators
- Exporters and Importers of Food Products
- Ingredient Manufacturers
- Government Representatives & Delegates
- Foreign Missions Abroad & Embassies
- E-retailers
- Academia & Research Institutions
- Equipment Manufacturers & Solution Providers
- Food Packaging, Cold Chain & Logistics companies
- Investors, Private Equity Firms & Venture Capitalists
- Financial Institutions
- Trade & Media Partners

Focused Key Pillars of World Food India 2023



Shree Anna (Millets)
Leveraging India's Super Food for the World



Strategic Segments
Unlocking Potentials for Growth



Exponential Food Processing
Positioning India as the Global Hub



Efficient Ecosystem
Harnessing Opportunities with Inclusion



Sustainable Development
Processing for Prosperity

Sponsorship Opportunity Matrix

CATEGORY / BENEFITS	PLATINUM PARTNER	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
Sponsorship Amount	*INR 1,00,00,000/-	*INR 75,00,000/-	*INR 50,00,000/-	*INR 25,00,000/-
Number of partners	2	3	6	10
Logo Visibility (Backdrop, Event Branding, Event Promotion Mailers)	✓	✓	✓	✓
Complimentary raw indoor space	150 sq. m.	96 sq. m.	60 sq. m.	36 sq. m.
Invite for Inaugural Session	CXO and 7 others	CXO and 5 others	CXO and 3 others	CXO and 1 other
VIP seating	✓	✓	✓	✓
Opportunities via digital media platforms (video byte of CXO, company AV)	Yes, along with video byte of CXO	✓	✓	✓
Participation opportunity as a Speaker	✓	✓	X	X
Branding Opportunity (Backdrop, Reception Area & as a Lunch Host)	✓	✓	✓	✓
Complementary Passes for different ceremonial functions and exhibition	✓	✓	✓	✓
Branding on Event Website (logo & hyperlinked)	✓	✓	✓	✓
Endorsement as "Thank You Partner" at event venue	✓	✓	✓	✓
Advertisement in Event Catalogue: <ul style="list-style-type: none"> Partner Company profile to be incorporated in the Event Catalogue. "Thank You Partner" acknowledgement on Event Catalogue. 	One Double Spread Colour advertisement	One Colour advertisement	One Colour advertisement	One Colour advertisement
Number of Admit Cards for Inaugural Ceremony, Dinners and Lunches	20	15	10	5
Number of Invitation Cards for further distribution to Prospective Clients	500	250	150	100

*GST as applicable

OTHER SPONSORSHIP PACKAGES

EVENING/ NETWORKING DINNER	*₹ 30,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Logos of the partner company will be incorporated on the stage backdrops, hall facias, displayed jointly with the logos of the organizers. The Dinner will be hosted on one of the event days at a suitable venue during "World Food India 2023". The total number of invitees will be approximately 1200, which include Govt. officials, members 	<ul style="list-style-type: none"> of trade associations, leading industry players, foreign delegates etc., from India & Abroad. Acknowledgement on the Partners Page of the event website with name and logo of the sponsor. One Colour advertisement in Event Directory. Logo in "Thank You Partner" backdrop to be incorporated at various locations in venue 	
VISITOR BAG	*₹ 35,00,000/-	(Qty 20,000 Units) (1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. The Partner's logo will be exclusively displayed on the Delegate Kit Bag. Partner's corporate literature to be included in the Delegate Kit Bag. (Flyer to be provided by the Partner company) 	<ul style="list-style-type: none"> One Colour advertisement in Event Directory. Delegate Kit Bag will be distributed to VIP's, Media & registered delegates at the event. Logo in "Thank You Partner" panel to be incorporated at various locations in venue 	
BADGE PARTNER	*₹ 25,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partner Company's name and logo shall be printed on VIPs'/ Exhibitors'/Delegates'/Visitors' badges. 	<ul style="list-style-type: none"> One Colour advertisement in Event Directory. Logo in "Thank You Partner" panel to be incorporated at various locations in venue 	
EVENT DIRECTORY	*₹ 20,00,000/-	(Qty 4,000 units) (1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. This publication shall serve the purpose of an encyclopedia on the event for the visitors. The Partner logo will appear prominently on the front cover of the publication. 	<ul style="list-style-type: none"> One page write-up on the sponsoring company in the Event Directory One Full Page colour advertisement in the Event Directory Event Directory will be sent to all industrial association in the field of Food processing, allied equipment & machineries manufacturers, diplomatic missions in India after the event. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue 	
LANYARD PARTNER	*₹ 25,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partner Company's logo shall be printed on the lanyards of all the participants including VIPs, Exhibitors, Delegates, Media, Organizer etc. 	<ul style="list-style-type: none"> Logo shall be incorporated on the "Partners Page" on event website & will be linked to the Partner company's website. One Full Page Advertisement in the Event Directory. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 	
VIP LOUNGE	*₹ 15,00,000/-	(1 NO)
<ul style="list-style-type: none"> A unique way to give VIP status to your logo. The Partner Company shall be provided an 18 sq. m. complimentary Indoor shell space at the venue. This will be an exclusive lounge to welcome and entertain industrialists, trade delegates, diplomats, bureaucrats and ministers & officials of countries & states. Partner Company's logo will appear outside the entrance of 	<ul style="list-style-type: none"> the lounge and on the protocol desk situated inside. Video content provided by the Partner shall be played back on the LED TV in the lounge. One Full page advertisement in Event Directory Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 	
FAIR GUIDE	*₹ 10,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 18 sq. m. complimentary Indoor shell space at the venue. The guide shall be distributed to all the visitors at the fair ground at the time of registration. The Partner Company's logo shall appear on the front cover of the guide. 	<ul style="list-style-type: none"> One colour advertisement will be placed on the back cover of the Fair Guide. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 	
REGISTRATION COUNTER	*₹ 10,00,000/-	(2NOS)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partners' logo will appear on the registration panels at the entrance. 	<ul style="list-style-type: none"> Business delegates and visitors will be registered at these counters. Logo in "Thank you Partner" backdrop to be incorporated at various locations in venue. 	
GOLF CARTS	*₹ 5,00,000/-	(3NOS)
<ul style="list-style-type: none"> Name & Logo of the Partner will be displayed in any one of the Golf Carts at the venue to transport VIPs and Delegates. One full-page colour advertisement in the Event Catalogue. 	<ul style="list-style-type: none"> Logo in "Thank you Partner" backdrop to be incorporated at various locations at the venue. 	

*GST as applicable

Partnership Opportunity for Banking Partner

A. Deliverables

Package Cost: INR 25,00,000 plus 18% GST as applicable

S. No.	Deliverables Category	Banking Partner
1.	Exhibition Space	Total area of 96 sq.m. (raw space) pavilion
2.	Participation Opportunity	One speaking slot (CXO level) in relevant session during the 3 day event
3.	Conference Delegate Passes	5 delegate passes
4.	B2G meetings with Government officials and allied departments	Yes
5.	B2B meetings with leading players of the Food Processing Industry	Yes
6.	Advertisement in the Event Directory which will be provided to all exhibitors, special invitees, Ambassadors and speakers.	One full page colour advertisement
7.	Inaugural Event passes	5 passes
8.	Networking Dinner Invitation for Banking Partner	5 invites

B. Branding Opportunities

S. No.	Branding Opportunities	Banking Partner
1.	Website Branding	Bank / FI to be acknowledged as "Banking Partner" and logo to be displayed as "Banking Partner" on Event website
2.	Pre-event Branding	Display of Banking Partner's logo on backdrops, banners, hoardings, promotional material and publications.
3.	Venue Branding	Display of Banking Partner's logo on panels placed at various locations at the venue.
4.	Conference Venue Branding	Display of Banking Partner's logo in pre-conference backdrop and main conference venue.
5.	Exhibition Hall & Conference Hall Branding	Display of Banking Partner's logo in signages & brandings at the venue.
6.	"Thank you Sponsor" Panel	Banking Partner's logo to be acknowledged in "Thank You Sponsor" panel at prominent locations.

C. Web Engagements

S. No.	Web Engagements	Banking Partner
1.	Social Media	Social Media coverage on Facebook, Twitter, LinkedIn, etc.
2.	Emailers	Emailer to all registered delegates and industry database.
3.	Write up on Event Website	Write-up on the Banking Partner to be published on the Event website. Content to be provided by the Banking Partner.

HIGHLIGHTS OF WORLD FOOD INDIA 2017

9 Ministerial / Official Delegations

11 International Business Chambers

36 Conferences, State & Country Sessions

75000 Business Visitors

7 Ministers from other Countries

15 Business Delegations

25 Ministers From 18 States

Participants from
61 Countries

Total
8000
Online & Offline B2B Meetings

CEO Roundtable with Hon'ble Prime Minister and Hon'ble Finance Minister

Organised by the Ministry of Food Processing Industries, Government of India, WFI 2017 witnessed one of the largest gathering of investors, manufactures, producers, food processors, policy makers, and organisations from the global food ecosystem. The event was inaugurated by the Hon'ble Prime Minister of India **Sh. Narendra Modi** on 3rd November 2017 at New Delhi. Germany, Denmark and Japan were Partner Countries while Italy and Netherlands were the Focus Countries. A lively and vibrant 'Food Street' showcased Indian and foreign cuisines using Indian ingredients, flavours and fragrances - the unique concept acted as a platform for guests to experience Indian food.

CONTACT US



Mr. Jitendra Kumar

Director

✉ world-foodindia@gov.in ☎ 011-26496647
🐦 @worldfoodindia 📘 @worldfoodindia
🌐 @worldfoodindia 📺 @worldfoodindia
📺 @worldfoodindia



Invest India National Investment Promotion & Facilitation Agency

✉ foodprocessing@investindia.org.in ☎ 011-23048155
🐦 investindia/company/invest-india 🌐 www.investindia.gov.in



For Sponsorship & Participation queries:

Mr. Abhinav Singh
Head Food Processing & CIFTI
✉ abhinav.singh@ficci.com
☎ +91-98101 60351

For Exhibition Participation Queries:

Mr. Kunal Chaudhary
Deputy Director (Trade Fairs Secretariat)
✉ kunal.chaudhary@ficci.com
☎ +91-9650282444

For Exhibition Participation Queries:

Mr. Apoorv Bhatnagar
Deputy Director (Trade Fairs Secretariat)
✉ apoorv.bhatnagar@ficci.com
☎ +91-9891 44 43 39