



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 STATES

POLICY
ROUNDTABLES

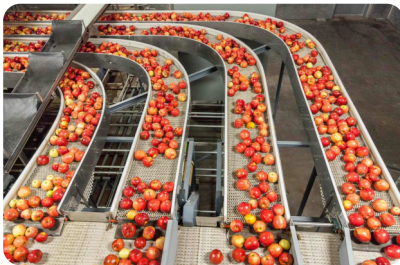
EXHIBITIONS

THEMATIC
SESSIONS

B2B/B2G/G2G
MEETINGS

FOOD
STREET

STARTUP
AWARDS



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WORLD FOOD INDIA 2023

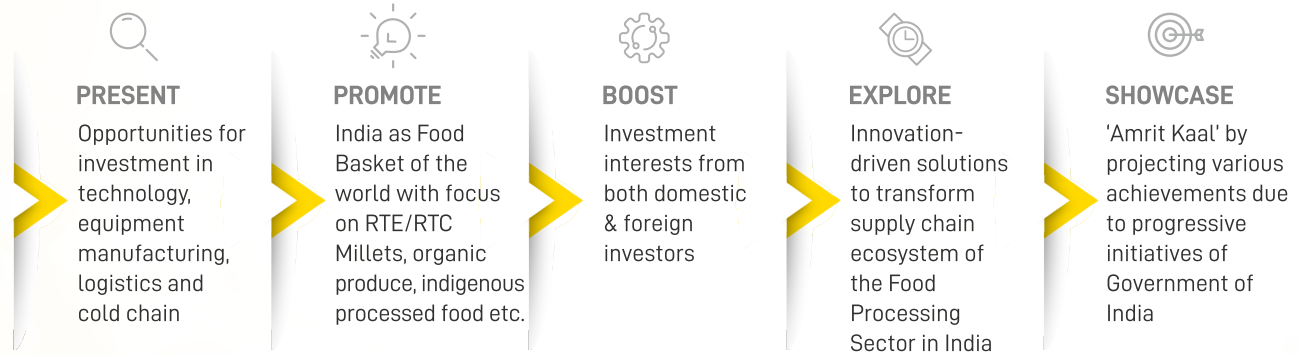
The Indian food processing sector has grown rapidly with an average annual growth rate of 8.3 percent in the last five years. The sector facilitates strong linkages between industry and the agriculture sector through a wide range of activities, including farming, aggregation, processing, packaging, storage, and distribution. The sector has also witnessed immense surge of opportunities in its champion sectors like frozen food, ready to eat/read 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
- 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



Millets "Shree Anna - The Super Food of India"



India as Export Hub



Innovation & Sustainability "Green Food"



Technology and Digitization



White Revolution 2.0

Sponsorship Packages for States

A. Deliverables

| S. No. | Deliverables Category | Partner State | Focus State |
|--------|--|---|--|
| 1 | Exhibition Space | Total area of 300 sq.m. (raw space) pavilion worth of INR 50,00,000 plus GST 18% | Total area of 200 sq.m. (raw space) pavilion worth INR 30,00,000 plus GST 18% |
| 2 | Inaugural Session Privilege | Partner State's senior most representative to be invited on the inaugural stage along with the Chief Guest. | |
| 3 | Session | One session for Partner State on first day of the event. | One session for Focus State on last day of the event. |
| 4 | Conference Delegate Passes | 10 delegate passes | 06 delegate passes |
| 5 | B2G meetings with Government officials and allied departments | Yes | Yes |
| 6 | B2B meetings with leading players of the Food Processing Industry | Yes | Yes |
| 7 | Advertisement in Event Directory which will be provided to all exhibitors, Special Invitees, Ambassadors and speakers. | One full page colour advertisement | One full page colour advertisement |
| 8 | Advertorial in Event Directory | A write up (approx. 500 words) in the Event Directory. This Directory will be distributed to over 1200 delegates. Content to be provided by the Partner States. | A write up (approx. 250 words) in the Event Directory. This Directory will be distributed to over 1200 delegates. Content to be provided by the Focus States |
| 9 | Inaugural Passes | 10 Passes for event Inauguration Ceremony | 06 Passes for event Inauguration Ceremony |
| 10 | Networking Dinner Invitation for Partner States | 10 Invites | 06 Invites |

B. Branding Opportunities

| S. No. | Branding Opportunities | Partner State | Focus State |
|--------|--|---|---|
| 1 | Website Branding | State to be acknowledged as "Partner State" and Logo to be displayed as "Partner State" on the Event website | State to be acknowledged as "Focus State" and Logo to be displayed as "Focus State" on the Event website |
| 2 | Pre-event Branding | Display of 'Partner State's logo on backdrops, banners, hoardings, promotional material and publications. | Display of Focus State's logo on backdrops, banners, hoardings, promotional material & publications. |
| 3 | Venue Branding | Display of Partner State's logo on panels placed at various locations at the venue. | Display of Focus State's logo on panels placed at various locations at the venue. |
| 4 | Newspaper Advertisements | Partner State's logo in newspaper advertisements (excluding the advertisements to be released by the Ministry of Food Processing Industries Government of India). | Focus State's logo in newspaper advertisements (excluding the advertisements to be released by the Ministry of Food Processing Industries Government of India). |
| 5 | Promotional Video Clips | Playback of promotional Video Clips (up to 3 minutes) of each participating State at the venue. Video to be provided by the Partner States. | Playback of promotional Video Clips (up to 3 minutes) of each participating State at the venue. Video to be provided by the Focus States. |
| 6 | Conference Venue Branding | Display of logos in Pre-Conference Backdrop and main conference venue. | Display of logos in pre-conference backdrop and main conference venue. |
| 7 | Exhibition Hall & Conference Hall Branding | Display of Partner State's Logo in signages & bunting at the venue | Display of Focus State's Logo in signages & branding at the venue. |
| 8 | "Thank you Sponsor" Backdrop | Partner State's logo to be acknowledged in "Thank You Sponsor" backdrop at prominent locations. | Focus State's Logo to be acknowledged in "Thank You Sponsor" backdrop at prominent locations. |

C. Web Engagements

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

World Food India 2017 at a Glance

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 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.

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