

**Important Dates:**

Build-up	December	9, 2004
Exhibition	December	10-13, 2004
Dismantling	December	14, 2004



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# FEED YOUR BUSINESS

10 - 13 December 2004  
HITEX, Hyderabad/India

Sponsors:



### PROCESSED FOOD - INDIA'S SLEEPING GIANT

A country with more than 1 billion inhabitants and a growing middle class numbering more than 250 million people, India has all the makings of a processed and finished food giant.

India has 169 million hectares of arable land and a wide range of agro-climatic conditions, which makes it possible to grow all varieties of agricultural products. Further, India's geographical situation gives it the unique advantage of being at the center of the most prosperous economies of the Eastern World. India's food production today ranks next only to China's and is equal to that of the U.S. It is a \$70 billion industry now and by 2005 this is expected to double. According to a study made management consultant, McKinsey & Co., India can be the "world's largest food factory".

### WHY INVEST IN THE INDIAN FOOD MARKET

- Food processing industry has been identified as a priority sector and liberalization policies include no industrial license required for setting up food industries, except for alcoholic beverages.
- 40 new "food parks" approved by the Government of India and a 10 year tax exemption announced to new units in these parks.
- Huge untapped domestic market and approx. another 200 million consumers to be added by 2010.
- By the year 2010 it is estimated that the production of fruits and vegetables would reach 80 % of the quantity of food grains produced in India.
- India ranks first in world cattle population, 50% of buffalo population and one-sixth of total goat population of the world.
- India is the second largest milk producing country in the world, when the world milk production registered a negative growth of 2%, India performed much better with 4% growth.
- Supermarkets beginning to appear in Indian metros and this is the time for international chains to set a foothold.

### PROJECTED ANNUAL HOUSEHOLD DEMAND FOR FOOD IN INDIA (IN MILLION TONNES)

	1991	1995	2000	2010
Foodgrains	168.3	185.1	208.6	266.4
Milk	48.8	62.0	83.8	153.1
Edible Oil	4.3	5.1	6.3	9.4
Vegetables	56.0	65.7	80.0	117.2
Fruits	12.5	16.1	22.2	42.9
Meat & Eggs	3.4	4.4	6.2	12.7

(Projections by TIFAC - Technology Information Forecasting & Assessment Council)

### WORLD OF FOOD INDIA 2004

All these facts reiterate that India as one of the largest food producers in the world is the right place to organize a food and beverage event to bring together national and international food producers and buyers, on one platform - **World of Food India 2004**. This will be the marketing platform in India for those coming together, who have the same target in mind the customers of tomorrow.

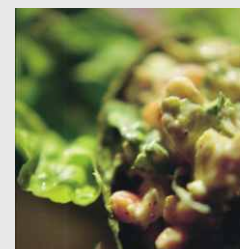
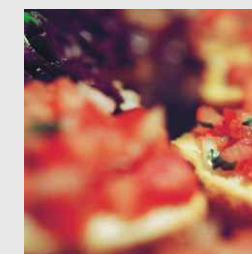
#### Exhibitor Category

- General Provisions, Staple Foods and Raw Material
- Fine and Health Foods, Conserves, Spices, Ingredients
- Sweets & Confectionery
- Meat, Sausage, and Poultry
- Fish, Shellfish and Seafood
- Frozen Foods and Ice Cream Products
- Milk and Dairy Products
- Bread, Baked Products and Spreads
- Drinks
- Fresh Fruit and Vegetables
- Trade Publications
- Associations, Organisations

#### Visitor Category

The visitor profile consists of national and international trade buyers from the following sectors:

- Importers, Distributors, Wholesalers and Retailers
- Food Manufacturers - Fast Food and Food Service Providers
- Hotels, Restaurants and Bars
- Supermarkets, Grocery and Convenience Stores
- Departmental Stores
- Malls
- Bakeries
- Airlines
- Clubs and Resorts
- Research Institutions
- Agro Marketing Boards and Agencies
- Other allied sectors



### VENUE - HITEX, HYDERABAD

#### HITEX - HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LTD. INDIA'S MOST TECHNOLOGICALLY ADVANCED EXHIBITION CENTRE

HITEX - Hyderabad International Trade Exposition Center - is the most advanced state-of-the-art fairground in India with facilities conforming to International standards. Hyderabad, the capital city of Andhra Pradesh, is the fifth largest city in India, and among the few Indian cities, which has a well-preserved cultural heritage. Major industries, educational institutions and important research centers are located in this city. Hyderabad is well connected with all Indian cities and also with major parts of the world.



### Sponsors



#### APEDA

**The Agricultural and Processed Food Products Export Development Authority (APEDA)** came into existence in 1986 to further develop India's agricultural commodities and processed foods, and to promote their exports. Its goals are: to maximize foreign exchange earning through increased agro exports, to provide better income to the farmers through higher unit value realization and to create employment opportunities in rural areas by encouraging value added exports of farm produce.



#### CIFTI

#### CIFTI

**The Confederation of Indian Food Trade and Industry (CIFTI)**, set up in 1985 by FICCI, (the apex chamber of commerce in India) is the national industry association of India, which collectively speaks for the food processing industry.

### Organisers



**Koelnmesse GmbH** is one of the leading trade fair companies world wide, and hosts a series of world leading shows like Anuga, Anuga FoodTec, EU'Vend and ISM are recognized as international must-be platforms for the global food market.



**CIDEX Trade Fairs Pvt.Ltd.**, is a joint venture between **Messe Duesseldorf GmbH** and **Koelnmesse International GmbH**. CIDEX not only has had a great track record in organizing excellent trade shows, but is also emerging as a leading player in the Indian trade fair market.