



Press release
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Dates Announced for International Food & Drink Expo India 2009!

Tarsus Group, a leading global b2b exhibition organiser, is pleased to announce the launch of their International Food & Drink Expo India 2009. This prestigious three day trade show will be held 2 – 4 December 2009 at the Pragati Exhibition Grounds, New Delhi.

India's population of over 1.1 billion represents one of the largest consumer markets in the world. The food and drink market is currently estimated to be worth US\$182 billion, with rising disposable incomes and increased urbanisation driving consumer demand for a worldwide menu of high quality products.

With this in mind, the organiser's of International Food & Drink Expo India are focussed on providing an unrivalled platform for both international and local suppliers, to showcase their products and innovations directly to India's food, drink, hospitality and retail professionals. The event will act as a high profile launch pad for those taking their first steps into the market place, and will also offer more established companies the opportunity to enhance their existing profile and brand penetration.

"I am excited about the opportunities India has to offer worldwide food and beverage producers" says Lauren Morrey, Project Manager for the event. "The industry's buyers are ultimately responsible for meeting consumer demands; I look forward to delivering them an impressive variety of global products to choose from at International Food & Drink Expo India 2009"

It seems the industry is in agreement, with a number of high profile international trade associations already showing an interest in organising group participations from their respective countries. As well as offering a world class line up of exhibitors, the exhibition also aims to provide attendees with features and attractions that highlight the diverse range of products at the show, as well as encouraging interactive education and networking opportunities.

International Food & Drink Expo India 2009 is positioned to become the must attend event of the year, for the industry. It will facilitate face-to-face interaction between India's buying community, and the best producers and suppliers the world has to offer. The flavour revolution in India has begun, and International Food & Drink Expo India is leading the way.

For more information about International Food & Drink Expo India 2009, please contact:

Lauren Morrey

Tel: +44 20 8846 2772

lmorrey@tarsus.co.uk

www.indiafooddrinkexpo.com