



Press Release
29 July 2009

The USDA officially endorses the International Food & Drink Expo India 2009.

The USDA-FAS (United States Department of Agriculture – Foreign Agricultural Service) joins the increasing number of International supporters and has officially endorsed the International Food & Drink Expo India 2009.

Holly Higgins, Minister Counselor for Agricultural Affairs at the US Embassy in New Delhi, says:

“As imports of consumer-ready food products continue to grow in India, we see great opportunities for U.S. food and beverage companies to be in this market”

The mission of USDA-FAS is to expand global markets for American agriculture. USDA-FAS has developed a relationship with [IMEX Management](#) who will organise a collective USA Pavilion at the show in order to expand market opportunities and exposure in India for U.S. food manufacturers and products.

SUSTA (Southern United States Trade Association) will be joining the USA pavilion at the show and appreciate the market potential in India. Bernadette M. Wiltz, SUSTA's Deputy Director & International Marketing Director (Generic Program), says:

“With a population of over one billion and a middle class that is larger than the entire US population according to some analysts, SUSTA views the Indian market as an excellent opportunity for US food suppliers to increase their exports and for Indian importers to discover unique and varied food products from the Southern region of the United States. We see India as the “untapped” market with a vibrant economy; we are increasing our efforts to be a part of this and facilitate opportunities for our Southern U.S. suppliers in this market.”

The International Food & Drink Expo India 2009 will take place 2 – 4 December, Pragati Maidan, New Delhi.

If you are interested in being part of the USA Pavilion, please click [here](#)

If you are interested in visiting the show to meet with the USA Pavilion participants and other global food & beverage suppliers, please click [here](#)

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