

International Food & Drink Expo India 2009 welcome IWBS and Wi-Not as Event Partners!

International Food & Drink Expo
INDIA

Since its official launch in April 2009, the International Food & Drink Expo India 2009 has gone from strength to strength, capturing the interest of global food & beverage producers who are keen to do business in India and local suppliers who are looking for ways to increase their market penetration.

The International Food & Drink Expo India 2009 is now delighted to announce its official partnership with IWBS (Institute of Wine & Beverage Studies) and Wi-Not Beverage Solutions Pvt Ltd. Both businesses are the creations of Magandeeep Singh, India's first French-certified Sommelier and leading F&B consultant. IWBS and Wi-Not will play important roles in the wine sector of the show.

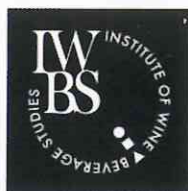
IWBS, our Wine Education Partner, is the first establishment to run an internationally recognised wine course in India. IWBS will host the preliminary rounds of the Indian Sommelier Championship, with the final taking place live at the International Food & Drink Expo India 2009 on 3 December, in front of an expert panel of judges.

Wi-Not Beverage Solution Pvt Ltd, our Wine Activities Partner, will take charge of the Wine Tastings, delivering three days of creative tastings which will showcase the variety of wines exhibited at the show to India's hotels, restaurants, wine importers and distributors.

Magandeeep Singh says 'IWBS and Wi-Not Beverage Solutions Pvt Ltd are proud to associate with the International Food & Drink Expo India 2009. India is currently showing 30% annual growth in the wine sector and has the biggest pool of young population with global exposure and expendable incomes. The global Indian with his taste for finer things has finally arrived. With a population of 1.12 billion, India holds tremendous opportunities: this is a good time to introduce new and exciting alcoholic beverage products into the Indian market.'



Wi-NOT



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

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

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

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."