

**Voluntary Report** – Voluntary - Public Distribution

**Date:** October 24, 2022

**Report Number:** IN2022-0090

**Report Name:** A Success Story - FAS India at the FHA Singapore 2022  
Brings New Opportunities for US Food Exports to India

**Country:** India

**Post:** New Delhi

**Report Category:** Export Accomplishments - Marketing, Trade Events and Shows, Retail Foods, Tree Nuts, Food Processing Ingredients, Sales Mission Evaluation

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**Report Highlights:**

From September 5-8, 2022, the Foreign Agricultural Service in New Delhi (FAS India) participated in the Food and Hotel Asia – Food & Beverage 2022 Expo (FHA 2022) in Singapore, South Asia's largest international food trade show. FAS India led a delegation of Indian and Nepalese buyers to FHA 2022, facilitating over 100 business-to-business meetings with 60 U.S. firms representing a cross section of consumer-oriented food products. To date, participant surveys indicate that by attending the trade show, over \$500,000 in immediate U.S. food product purchases have occurred, with an additional \$1 million in sales expected in the next 12 months.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

## Report Overview

As India's middle class continues to grow with greater spending power, regular exposure to international products and western lifestyles present new prospects for U.S. agricultural trade. Additionally, consumer trends have shifted following the COVID-19 pandemic as price sensitive consumers are demanding imported perceived health foods and gourmet products.

Singapore is at the cross-roads of major air and sea routes within the South Asia region and serves as a hub and major transshipment center the Indian subcontinent. According to the Indian government, approximately 75 percent of India's transshipments occur outside of India, including the regional ports of Singapore, Klang (Malaysia), and Colombo (Sri Lanka).<sup>1</sup> With its high trade high volumes, Singapore has also gained notoriety for its expos and trade shows that bring in stakeholders from across the globe.

To capitalize on these opportunities, the Foreign Agricultural Service in New Delhi's (Post) Agricultural Attaché Mark Rosmann and Marketing Specialist Shivani Pandey led a delegation of eight Indian and one Nepalese buyers to the USDA-endorsed Food and Hotel Asia – Food & Beverage 2022 (FHA 2022), South Asia's largest international food trade show. This year, FHA 2022 received approximately 42,000 visitors, showcasing over 2,000 exhibitors from 56 countries. FHA 2022 also included the Alternative Protein Asia, Halal Theatre, and ProWine Singapore programs.

**The Makings of a Success Story:** Initial surveys received from the FAS New Delhi-sponsored buyer's delegation, indicated that thanks to Post's efforts at FHA 2022, over \$1 million in new U.S. food product sales are being booked. The Indian delegation met with 60 U.S. exhibitors in over 100 business-to-business meetings directly facilitated by FAS New Delhi staff. Buyers expressed greatest interest in U.S. food products that included tree nuts (including pecans and almonds), fresh and processed fruits, meats (duck, turkey) and packaged foods. During the trade show, FAS New Delhi explored market opportunities for U.S. food products with U.S. suppliers and state government representatives, including the Georgia Pecan Growers Association, U.S. Dry Bean Council, U.S. Meat Export Federation, USA Poultry and Egg Export Council, the Organic Trade Association, among others.

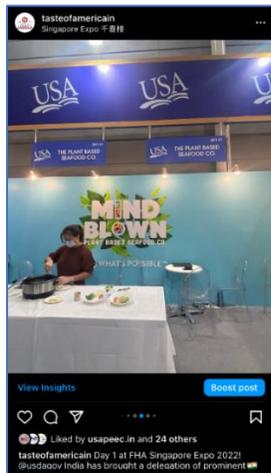
**Next Steps:** The Indian market is set to become one of the largest consumer economies, with its growing retail sector and rising consumer demand for convenience and high-quality food products. In the coming months, FAS India will follow up with the sponsored buyers to ascertain additional business development with U.S. suppliers. Based on the initial feedback, strong sales potential remains for U.S.-origin consumer-oriented food products in the region. In 2022 (January-August), the value of U.S. consumer-oriented product exports to India totaled \$712 million, a 32 percent increase year-on-year.<sup>2</sup> Conversely, U.S. consumer-oriented exports to Nepal in the same 2022 period have totaled \$2.2 million, a 53 percent drop from last year. FAS India is expected to take part in next year's Singapore FHA trade show from April 25-28, 2023.

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<sup>1</sup> See: Press Information Bureau, Ministry of Ports, Shipping, and Waterways; July 19, 2022. Press ID: [1842740](#).

<sup>2</sup> Source: Global Agricultural Trade System, USDA Foreign Agricultural Service.

## Social Media Coverage



## FAS New Delhi Sponsored Buyers Delegation



**Attachments:**

No Attachments.