

Swiss Food Mission to India

06 – 09 September 2021

Mumbai, Bengaluru, New Delhi

1. Who should participate and why

Switzerland Global Enterprise and the Swiss Business Hub India are organizing for Swiss and Liechtenstein based food and beverage companies a trip to India, from 06 - 09 September 2021.

This trip is designed for Swiss F&B companies who are already active in India but want to strengthen and expand their network; and for those who wish to explore the numerous opportunities the Indian markets offers and to forge new business relationships. This business trip offers a unique occasion for Swiss F&B companies to interact with decision makers, business partners, and influencers in both the government and the private sector in India.

2. Why an F&B Mission to India

Growing awareness, changing life styles, favorable demographics, higher disposable incomes have been some of the factors responsible for creating a robust appetite for imported and premium food items in urban India.

More recently, Covid driven changes have not only fast tracked certain processes, but also altered food habits. Now, more than ever, there is a preference and a demand for healthy, immunity boosting, plant-based foods and beverages. Nutraceuticals, dietary supplements for women, low/sugar free biscuits, gourmet snacks, gluten free pasta, dark chocolate protein bars for the fitness conscious, craft beer, sparkling juices, vegan cheese, organic and cold pressed oils, have all made a comfortable place for themselves in an affluent urban Indian's food basket. The new consumer is not only eager to experiment with different flavors and textures, but is also ready to pay a premium.

While traditional and modern retail remains the primary channel for distributing F&B products in India, one cannot ignore the pride of place that e-pharmacies and e-commerce platforms have carved for themselves. In India, 3.5 million households were using e-pharmacies, but in the wake of the pandemic this number increased to 9 million, and by the year 2025 - 70 million household are expected to use e-pharmacies (FICCI whitepaper). Similarly, the e-commerce market which is driven by shopping on mobile phones, is expected to grow 84% to US\$111 billion by 2024 (2021 Global Payments Report).

These developments are offering new and interesting ways in which the Indian retail market can be approached by the Swiss food and beverage companies. And with this in mind, we invite you to join the food mission for a real, immersive and informative journey exploring the new taste of India.

3. What can participants expect

Swiss and Liechtenstein based food and beverage companies can expect a programme covering the following elements; with the possibility of organizing tailor-made programme options, upon request from participants:

- First-hand information about exporting to India, and exploring new business opportunities.
- For companies already present in India, a chance to enhance and expand their existing market knowhow and business networks.
- Tailor-made B2B meetings as per the requirements of each participant – possibility to meet with potential business partners and product registrations agents.
- Market information about the F&B retail market, consumer behavior and buying patterns.
- Overview of the regulatory and legal framework governing imported F&B, and interactions with relevant government organizations.
- Market entry models, with special insight into e-commerce/ online retail.
- Visit [Annapoorna - ANUFOOD India 2021](#) in Mumbai.
- Visit manufacturing plants, start-ups and interact with Swiss companies active in India
- Networking dinner receptions at the Embassy of Switzerland in New Delhi and the Consulate General of Switzerland in Mumbai and Bengaluru.
- Organization of all domestic travel and stay arrangements, chaperonage by the Swiss Business Hub India, and assistance with visa applications and information about up to date Covid-19 protocols.

4. Indicative Programme

The programme will cover three cities - Mumbai, Bengaluru and New Delhi. The below outline of the programme is indicative of the nature of organizations and interactions that participants can expect.

Day, Date	Indicative programme	Indicative examples of organizations for visits and interactions
MUMBAI		
Sunday Sept 05	<ul style="list-style-type: none"> • Arrival in Mumbai and check into hotel • Evening: Walking tour, followed by a talk on food as a way of understanding the diversity of Indian cultures and consumer mind-sets • Apéro + Parsi/ Gujarati/ Maharashtrian snacks 	
Monday Sept 06	<ul style="list-style-type: none"> • Go over the programme of the week • Visit Annapoorna - ANUFOOD India • 1:1 customized meetings and visits: <ul style="list-style-type: none"> ○ F&B specialty stores & pharmacies ○ Discussions with potential partners, distributors, importers ○ Company visits • Interactive session with SICC on the topics of logistics, cold chain, warehousing • Networking dinner reception at the Residence of the Consul General of Switzerland / Synergies with the 'Taste of Switzerland' event 	<ul style="list-style-type: none"> • Lindt • Biotta • FoodHall • LeMarche • Nature's Basket • Narang & Company • Barry Callebaut



BENGALURU

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| <p>Tuesday
Sept 07</p> | <ul style="list-style-type: none"> • Check out of Mumbai hotel, morning flight to Bengaluru and check into hotel • 1:1 customized meetings and visits: <ul style="list-style-type: none"> ○ Company visits ○ F&B specialty stores & pharmacies ○ Discussions with potential partners, distributors and importers • Lunch – South Indian cuisine • Swissnex India parallel program: Agritech • Evening at a micro-brewery + a talks on wine and craft beer in India and how to leverage the HoReCa space | <ul style="list-style-type: none"> • Bühler • Zomato • Amazon • Udaan |
| <p>Wednesday
Sept 08</p> | <ul style="list-style-type: none"> • Check out of hotel • Visit Amazon India • Discussions with potential partners, distributors and importers • swissnex India parallel program: Agritech • Evening flight to Delhi, check into hotel | |

NEW DELHI

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| <p>Thursday
Sept 09</p> | <ul style="list-style-type: none"> • Breakfast briefing session on ‘everything you need to know about F&B regulations in India’ • Meetings with FSSAI, CDSCO and AYUSH • Lunch (Kashmiri cuisine) • 1:1 customized meetings: <ul style="list-style-type: none"> ○ Company visits ○ Interactions with product registration agents ○ Discussions with potential partner, distributors and importers • A panel discussion covering topics such as “future of food - functional, vegan, gluten free, nutraceuticals” and “e-pharmacies” • Networking dinner reception at the Residence of the Ambassador, Embassy of Switzerland (served north Indian food + maybe a workshop on ‘how to make a naan’?) | <ul style="list-style-type: none"> • Nestle India • Eurogroup Far East Limited India Office/Coop India • Migros India • Dr. Oetker India • Jubilant FoodWorks Limited • Bright Lifecare Pvt. Ltd. (Healthkart) • Tetrapak • 1MG |
| <p>Friday
Sept 10</p> | <ul style="list-style-type: none"> • Flight Delhi – Zurich • Day for additional meetings and visits | |

Language: English

Participation fee, includes the following:

- Organization of the mission including setting up all meetings and company visits
- Providing support during the mission
- Logistical support with booking of travel and stay arrangements. Fee covers the cost of the following:
 - 4 nights stay in a 5 star hotel in all the cities, including breakfast
 - All domestic flights (economy/premier economy class)
 - All airport transfers and transport in the each city
 - All lunches and dinners
- The delegates will be hosted for networking dinner receptions at:
 - The Consul General's Residence in Mumbai
 - swissnex India and the Swiss Consulate General in Bangalore
 - The Swiss Ambassador's Residence in New Delhi
- Issuing Visa invitation letters, upon request from the participants

Fee excludes the following:

- International flights to and from India
- Out of pocket expenses
- Visa fee
- Travel insurance

Register by: 1st August 2021

Fee: Non-Member CHF 3'000
Silver-Member CHF 2'650
Gold-Member CHF 2'200