

India's largest professional B2B show in FOOD, DRINK AND HOSPITALITY MARKET

23 – 25 Jan 2014 | MMRDA Ground, Bandra Kurla Complex
Mumbai - India



THINK BUSINESS. THINK FHW.

MUMBAI 2014
India

Food Hospitality World 2014

Home to one of the largest food & hospitality industry gathering, Food Hospitality World gets BIGGER, BETTER and BUSINESS as it enters the 20th edition with its next show in Mumbai. This is a focused B2B trade show for the fast growing food & hospitality industry with the main objective of creating bigger opportunities and successful business for companies and trade professionals in India. At FHW Mumbai 2014, you'll find everything you need to for smart growth.

- Connecting to 400+ exhibitors across 50+ product categories
- Leading food & hospitality show that covers entire west of India – Mumbai, Goa, Pune, Ahmedabad, Indore, Bhopal and also key cities such as Delhi, Bangalore, Kolkata, Chennai
- Network with the industry leaders from across the Nation
- Meet key national players and promising international exhibitors
- Platform to establish contacts and enter the Indian market
- Find vital solutions in focused seminars and presentations
- Receive focused B2B meetings with your key target audience.

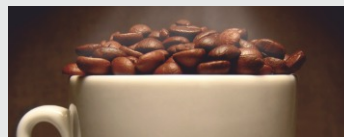
Special Showcase at FHW 2014, Mumbai



Wine and spirits



Olive Oil



Coffee and Coffee Equipment's



Hospitality Equipment's



Pasta



Sweet & Confectionery



Processed Fruits



Pizza

Also, pavilions dedicated to following sector: (a) Food Processing, Packaging & Safety (b) Furniture & Furnishing (c) Bar & wine

ADVANTAGE MUMBAI

Mumbai is the financial capital of India. It is one of the fastest growing industrial hubs in Asia as well as world's top 10 centres of commerce in terms of global financial flow, generating 5% of India's GDP.

Mumbai, at the centre of India, geographically, is home to its largest port.

- Population of Mumbai : 1.22 Billion (According to the 2012 census)
- India's economic powerhouse, Mumbai not only contributes the highest GDP of \$209 billion but is also responsible for 25% of industrial output, 70% of maritime trade in India and 70% of capital transactions to the nation's economy.
- Per capita Income: 3 times the national average
- Known as the industrial hub of India, the city serves as the headquarters for many companies.
- 7th in the list of "Top Ten Cities for Billionaires" by Forbes magazine and 1st in terms of those billionaires' average wealth
- Highest density of food and hospitality outlets per square kilometre
- Important financial institutions such as the Reserve Bank of India, Bombay Stock Exchange and National Stock Exchange of India occupy the land of Mumbai.
- 60% of India's imports come through Mumbai
- Largest importer of food, drink and hospitality products - approx. 40% of total market value
- Mumbai was ranked among the fastest cities in India for business startup. As of 2009-10, Mumbai enjoys a Per Capita Income of \$ 2,845.

EXHIBIT PROFILE

- Kitchen & Hospitality Equipment
- Refrigeration
- Cutlery and Art D'Table Products
- Wellness & Spa products
- Food & Beverage
- Wines, Spirits, Beers
- Bar & Wine Accessories
- Bread & Bakery
- Organic Products
- Seafood, Meat and Poultry
- Coffee and Tea
- Food Additives and Ingredients
- Hospitality Technology
- Glass and Glassware
- Private Labeled companies
- International Coffee exporters
- Tea & Coffee equipments & appliances
- Technology suppliers
- Food packaging solution providers
- Brewing machinery & products
- Real Estate companies
- Franchising companies
- F&B Service Products
- Glass and Glassware
- Bar, Wine Accessories and Equipment
- Commercial Coffee Machines
- Lighting and Controls
- Food and Drink Vending Solutions
- EPOS and booking systems
- Fast Food Kitchen Equipment
- Food Decoration Products
- Food Display Equipment

TRADE VISITOR/ BUYERS TARGETED

- Leading Importers, Distributors & Wholesalers
- Food & Drink Manufacturers & Producers
- Regional Traders
- HORECA (Hoteliers, Restaurateurs, Caterers, Food Service Providers) – Southern region
- Coffee shops / Local Cafes
- Food and Beverage Directors / Managers
- Purchasing Managers from Independent and Multiple Format Retailers
- Purchasing Managers for Hotel and Restaurant Equipment and Supplies
- Bartenders / Sommeliers / Sous Chefs
- Chefs / Restaurant Managers / Bar Managers
- Brand Ambassadors / Owners / Agents / Dealers
- Food Court Retailers / e-Retailers / General Retailers
- Hotel Supplies Dealers / Stockists
- Hospitality Interiors Specifiers
- Food & Drink Manufacturers & Processors
- Importers & distributors for confectionery & bakery food items
- Ice Cream dealers
- Wine & Spirit Brokers, Wine Clubs
- High Net Worth Consumers



VISITOR ACQUISITION PLAN

- Pre Fixed Buyer Meetings
 - FHW will reach out to more than 500 key buyers via one-on-one face to face meetings.
 - An important buyer that is suitable for business with the confirmed exhibitor will be contacted and a pre-fix meeting with at least 10 key target buyers will be set up for a particular exhibitor
 - A special effort will be made to reach out to buyers specifically categorized by the key exhibitors.
- Telemarketing
- Direct Mail
- Emailer Campaign
- Advertising
- Social Media
- Co-exhibitor Marketing Initiatives

POST SHOW REPORT: FHW Mumbai 2014

- A total of **6,784** number of visitors attended the show over the span of three days in Mumbai including outstation visitors from Pune, Goa, Ahmedabad, Delhi, Indore and developing & tourist cities across the west
- A total of **589** pre-fixed meetings were set up out of **311** key buyers for the national and international exhibitors.
- Received more than **900** online registration before the show and about **500** confirmations over the calls

The decision making power of the visitors that attended FHW Mumbai 2013



No. of total Visitors - FHW Mumbai

FHW 2013	6784
FHW 2012	6127
HW 2011	4862
HW 2010	4208

Visitor received from particular occupation / the sector / activity of the company

Retailers	24%
Distributors / Wholesalers	12%
Importers	17%
HORECA	42%
Others	5%

Profiles of the Visitors that attended FHW, Mumbai 2013

Owner/Business Partner/MD/ GM	53%
Managers - F&B, Purchase, Marketing	23%
Chef	20%
Others	7%

Organised by:



Hannover Milano Fairs India Pvt. Ltd.



(JV between Hannover Milano Fairs India Pvt. Ltd. & The Indian Express Limited)

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