

*India's Truly International Trade Show
for the Food, Drinks and Hospitality Industry!*



MUMBAI

19-21 January 2017

MMRDA Exhibition Grounds, BKC

SHOWCASE . NETWORK . CELEBRATE!

FOOD
hospitality
WORLD

🌐 fhwexpo.com



FOOD
hospitality
WORLD

Refresh Your Business!

You are invited to **FHW India** – combining strengths of two of the world's leading exhibition organizers – **Fiera Milano Group** and **The Indian Express Ltd.**, blending international experience and local expertise to create **BIGGER** opportunities and to support **SUCCESSFUL** businesses in the growing Indian F&B and Hospitality markets.

SHOWCASE . NETWORK. CELEBRATE!

Showcase at a focussed b2b platform with leading brands in the food, drink and hospitality industry!

Network with decision-makers, procurement professionals from HoReCa (Hotel, Restaurants & Caterers), Importer dealer - distributor networks, sourcing agents and representatives, Modern Retailers (Food Retail Chains, Super Markets, Departmental Stores, Gourmet Stores) and Cash & Carry Companies, Chefs among several others!

Celebrate a growing market ranking 3rd in terms of purchasing power parity (PPP) in the world!

The different editions of FHW welcome a diverse range of quality buyers from different states and cities, offering participating Indian & international brands a wide spectrum of opportunities for business networking and partnerships with established players and buyer groups in India.



Turkey
Discover
the potential

“ FHW is one of the best exhibitions I have participated in. India is a big market and it is a very good opportunity to promote our products here. We want to make Turkish cuisine the second most popular cuisine in India and provide more variety of Turkish products. ”

H.E. Mr. Erdal Sabri Ergen, Hon'ble Consul General of the Republic of Turkey in India

FHW Mumbai 2017: Dynamic, Forward-looking

19 – 21 JANUARY

MMRDA EXHIBITION GROUND, BANDRA -KURLA COMPLEX

7000+ BUSINESS VISITORS | 5 SPECIAL EVENTS

THE GREAT INDIAN CULINARY CHALLENGE

Advantage Mumbai

- Ideal business platform in the commercial capital of India
- One of the fastest growing industrial hubs in Asia and amongst world's top 10 centres of commerce
- Highest GDP of \$ 209 Billion
- Per Capita Income – 3 times the national average
- Highest density of food and hospitality outlets per square kilometer in India
- Ideal launch pad for new products, innovations and new business
- 60% of India's imports come through Mumbai
- Largest importer of food, drink and hospitality products – approx 40% of total market value
- Host to India's biggest culinary challenge with participation of over 200 chefs from star hotels and restaurants

FHW Mumbai 2016 - in figures



MEET THE INDUSTRY!

PLAN YOUR
PARTICIPATION
NOW!



BOUDJEBEL

“ We are trying the India market for the first time this year, through this exhibition. Lot of clients enquired about our products at FHW.”
Amine Chelbi, Boudjebel, Tunisia

AURA tableware
AURA ESSENTIALS™

“ It was a fantastic exhibition, with a very good footfall. It is also a nice platform to meet new suppliers and see what's new in the market.”
Geeta Wadhwa, Aura Essentials

EXHIBITOR PROFILE

Food & Beverage

- Speciality and Fine Food
- Sweets, Snacks and Confectionery
- Fresh Fruits and Vegetables
- Provision and Staple Foods
- Bread and Bakery
- Conserves and Spices
- Food Additives and Ingredients
- Grocery Products
- Seafood
- Non Alcoholic Drinks
- Wines, Spirits, Beer
- Coffee and Tea
- Olive and Edible Oils
- Gourmet Food
- Frozen Food
- Ready to Eat Food
- Dry Foods including Pasta and Rice
- Organic Produce

Hospitality

- Commercial Kitchen Equipment
- Cutlery and Art D'Table Products
- Hospitality Technology
- Furniture and Fit Out Solutions
- Commercial Refrigeration Equipment
- Bakery Equipment
- 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 Decor and Food Display products and equipment

FHW GIVES YOU MORE: Business, Opportunities, Value

FHW Special Events



India's Biggest culinary challenge with 200+ star hotel & restaurant chefs showcasing their finesse & culinary skills



Knowledge initiative focussing on future trends in F&B and Hospitality by senior management

Hospitality Think Tank



Panel Discussion led by GMs, Directors and top management on insights in the Food & Hospitality business



Power Panel by procurement decision makers and professionals from leading hotels, restaurants, clubs and cafes across the country

OPPORTUNITIES FOR: Wine Tasting, Presentations, Food Tasting, Product demos

FHW Feature Spaces



Exclusive showcase of 'fresh produce' fruits, vegetables, herbs, meat and poultry, and seafood



Wine & Alcohol Showcase

Exclusive showcase of all kinds of spirits, wines, alcohol



“This is the 3rd time we have participated in FHW. It was a great show, bigger than the previous ones. We are truly satisfied with the quality of customers visited the stall.”

Sushama Hiroji, Nestle India



“FHW has turned out to be a successful show. It will surely help the industry for better growth. We look forward to its next edition for our participation.”

Shailesh Agarwal, Ice Spice Inc

KEY BUYERS



VISITOR PROFILE

- Hoteliers, Restaurateurs, Caterers, Food Service Professionals
- Purchase Managers from Independent and Multiple Format Retailers
- Purchase Managers for Hotel and Restaurant Equipment and Supplies
- Food and Beverage Directors / Managers
- Hospitality Interiors Specifiers
- Hotel Supplies Dealers / Stockists
- Food & Drink Manufacturers & Processors
- Bartenders / Sommeliers / Sous Chefs
- Food Court Retailers / e-Retailers / General Retailers
- Brand Ambassadors / Owners / Agents / Dealers
- Wine & Spirit Brokers, Wine Clubs
- High Net Worth Consumers
- Chefs / Restaurant Managers / Bar Managers
- Purchasing / Merchandising Managers / Buyers
- Importers, Distributors
- Wholesalers, Regional Traders

FHW MARKETING & PROMOTIONS PLAN

A comprehensive mix of print, online and outdoor promotions & visibility, targeted at all spectrums of buyers over a planned period, will create the desired visibility and promotions for FHW:

- Print Promotions** : Promotions via Newspapers, Trade Journals and Magazines, Industry Newsletters
- Online Promotions** : Website, Blogs, Social Media, Media Partners
- Direct Promotions** : Telemarketing, sms and e-marketing campaign
- Buyer Promotions** : B2B Match-making Program, Hosted Buyer Program, One-on-one meetings with potential buyers

Participation Cost* (Space cost per sq mtr.)

Stall Type	Rate
Raw Space	EURO 220
Built-up	EURO 265

***Note:** The Government Service Tax as applicable is additional to the above rates.

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