



FOOD HOSPITALITY WORLD

19-21 January 2017
Bandra Kurla Complex, Mumbai, India

Facilitating Bigger, Better Business

Food Hospitality World (FHW), is a focussed b2b platform uniquely positioned to promote global and Indian F&B and Hospitality brands, increase visibility and present innovations in products and services to influential buyers and professionals from the ever growing food and hospitality markets. The exhibition aims at providing opportunities for business networking and partnerships under one roof!

Over the last few years in a row FHW has been proved as the most successful platform in India to find business partners and expand the distribution channel.

FHW Mumbai Brings Business, Opportunities and Value

Guided Market Visit: An organized visit to a 5 star hotel (Kitchen, Inventory room & Wine cellar), an importer's warehouse and one of India's top large format retail market to help exhibitors understand the Indian F&B industry so that their brands could be placed accordingly while meeting people at the show. This is done the day prior to the show starting date.

Pre-Fixed B2B Meetings: Strong tele-calling support to promote the exhibiting brands among the target audience before the show and pre-fix meetings with specified time and date. These meetings are fixed with the desired category of people mentioned by the exhibitors.

Online & Print Media Promotions: Each and every brand exhibiting at FHW will be well promoted through online and print media repeatedly to attract the right buyers. Personalized e-mailers will be sent out to the target audience informing them about brands presence at the show.

Access to HoReCa: FHW provides its exhibitors direct access to entire HoReCa industry in India and neighbouring countries.

Launch Pad: Exhibitors can launch their brands and products in India on a dedicated platform called The FHW Launch Pad in front of respective target audience with a speaker slot to provide details regarding the products.



Special Attractions at FHW

Great Indian Culinary Challenge : India's biggest culinary competition among 200+ top chefs in the country, is held at FHW in association with Western Indian Culinary Association. Opportunity to give your brand to be used as an ingredient by the chefs, and get their endorsements.

Bar World: is an International showcase of wine, beer & spirits with live tasting & sampling across the three days among potential target buyers.

Fresh World: is a showcase of national and international fresh vegetables and fresh fruits targeting the niche category of buyers including HoReCa.

Conferences & Seminars: Interesting knowledge sessions and events being held on the side lines with General Managers, Purchase Managers, F&B Managers, Housekeeping Managers and Top Management on insights in the Food & Hospitality business.

Live tasting & Sampling: A selection of choice wines and spirits, international celebrity chefs, new products and ingredients and learn one on

one, new recipes and methods at the hands of the best in the industry.

Networking Evening: Introducing an evening to celebrate and network with industry trends setters and leaders. The networking night will provide a platform to all who wish to socialise with the who's who of the Food and Hospitality.

FHW Marketing and Media Plan

A comprehensive mix of print, online and outdoor promotions and 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 & Magazines, Industry Newsletters
Online Promotions: Website, PR, Social Media, Media Partners

Direct Promotions: Telemarketing, SMS and e-Marketing Campaign

Buyer Promotions: B2B Match-making Program, One-on-One Meetings, Guided Market Visit

Others: Radio, Hoardings and Personal Invitations

FHW MUMBAI - OVERVIEW (2016)



Contact Details:

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