

**IFOWS**

6th INDIA INTERNATIONAL  
FOOD & WINE SHOW

17 - 19 January 2008

New Delhi - India

IFOWS  
FOOD  
WINE  
SHOW

*The ideal platform  
to Showcase the best in  
Food & Beverages industry*



# The world will be here. And you?

## The largest showcase of gourmet food and finest wines

Presenting IFOWS - a bouquet of the finest wines and foods from across the globe! The ideal platform for manufacturers and producers to showcase their products in India. The sixth edition will be held from 17 to 19 January 2008 at New Delhi.

With 130 exhibitors from 19 countries, national pavilions from France, Italy, South Africa, Spain and USA, attendance by 5,287 high-profile visitors from 16 countries, over 100 journalists from leading media, the fifth edition of IFOWS, held in January 2007, was truly a majestic show, a never-before opportunity for the exhibitors to interact with visitors from all over India and abroad.

The sixth edition will again bring together hoteliers, restaurateurs, bar and pub owners, importers and exporters of foods and drinks, producers, supermarkets, wholesalers, bonded warehouses, distributors, retailers, food consultants, technologists and food and wine enthusiasts to interact with exhibitors from major producer countries from all over the world.

Three days at IFOWS will be marked by intense business negotiations in addition to a host of exciting events including top level guided tasting sessions, product launches, sponsored evenings, informative seminars, competitions and interesting workshops for professionals and wine enthusiasts.



IFOWS is organized by Lotus Exhibitions & Marketing Services (LEMS), a company with over 14 years of experience in trade fair business. The show enjoys support of leading national as well as international associations and trade promotion agencies.

# Highlights



## Highlights

- *The only exhibition successfully bringing wine and fine food on a single platform*
- *Show open to trade professionals, opinion makers and media. Foreign visitors are also expected, as the show will be promoted in neighbouring countries as well*
- *New Delhi, the host city, is the national capital of India. It offers the widest choice of foods available and is also the city with the highest per capita income in India*
- *Exciting concurrent events further highlight your presence at IFOWS*
- *A high impact media communications plan to ensure continuous visibility during the show*

**Leading food & beverage producers  
from all over the world choose IFOWS**



# A platter of delicacies



## Get more out of your participation in IFOWS

LEMS offers you a wide range of options to highlight your presence at IFOWS helping you to get maximum visibility for your products and your company.

### Sponsorships

1. A series of very special privileges are reserved for our highest category Platinum, Gold and Silver sponsors
2. Sponsorship of individual events: You can also avail sponsorship of our three star events one on each evening. The sponsorship can be on exclusive, product exclusive or general basis

### Product Launches

LEMS offers customized solutions to companies wanting to organize special product launches, seminars, presentations during IFOWS. We conceptualize the whole event, select and invite participants on your behalf and as per your choice of categories, and take care of all related services to ensure trouble free execution.

**"It's the mother of all food and wine shows"**  
-Times of India



# *A platter of delicacies*



**“An Array of food and wine tastings”**

## **CONCURRENT EVENTS**

One of the most striking features of IFOWS is that it is not just an exhibition of products but a comprehensive show featuring high quality guided food and wine tastings, training sessions, seminars, presentations and demonstrations conducted by experts. All this transforms IFOWS into a high impact show, the best in India.



# Why India?



## Why India?

*India today is a  
land of opportunities...  
and the market is ready!*

- At +9% it is among the fastest growing economies in the world
- A 250 million strong middle class population at purchasing power parity
- Market can be explored at extremely low costs of marketing and distribution
- Government dedicated to liberalization of imports
- Hotels and restaurants are allowed duty free import of food and wines up to 5% and 20% of their foreign exchange earnings respectively
- Food and drink imports growing at a rate of over 25% annually
- Over 90 million consumers of alcoholic beverages
- Over 450 million liters of alcoholic beverages are consumed in India per annum
- With the tourism industry growing, the demand for fine foods, wines and drinks is expected to grow further

# Trade Sectors



**“Participation in IFOWS was like making contacts with worthwhile people”**

**- Vipul Agarwal, Manisha International, India**

**“Good, we will come again ”**

**- David Baverstock, Herdade do Esporão, Portugal**

## Trade Sectors

### Food

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- Bakery and confectionary products
- Biological food products
- Cheese and other dairy products
- Condiments
- Fresh and preserved fruit and vegetable products
- Fresh and preserved meat, fish and poultry products
- Olive and other edible oils
- Packaged foods
- Pastas, rice and other fibrous products
- Preserved foods
- Ready to eat pizzas and other prepared dishes
- Ready to eat and cook food products

### Beverages

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- Coffee and Tea
- Fresh and preserved fruit and vegetable juices
- Mineral water (with or without gas)
- Other non-alcoholic beverages with or without gas
- Wines and spirits of all types

### Accessories, equipments and technology

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- Accessories and articles for the cellar, bars and restaurants
- Machinery and equipment for vine growing, cellar and wine collection
- Services
- Services for the food and drinks industry
- Trade press

# What they say about IFOWS

## Festival of spirits

The 12thth anniversary of the India Food and Wine show is all set to kick off on the 22nd of February. This year 74 exhibitors and 12,000 consumers are expected to participate in the festival. The event will be held at the Convention Centre, New Delhi, India. The show will feature a wide range of products from all over the world. The show is expected to be a great success for the industry and for the consumers.

## DILLI WHIRL

## Devoted to prayer and peace



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## Participation at Indian Food, wine show triples

French, the Italians and the Australians are again all set to win the Indian food show. The number of participating countries has doubled, while participation itself has tripled. Keeping the increasing demand and interest about western wines and foodstuffs, 74 companies from about 14 countries are taking part in the three-day India Food & Wine show (2004) being held at the Convention Centre, New Delhi, India.

## A grand wine show to keep up the spirits

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## Fresh wine regime dawns in India



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LEMS, "This is the first time that an Indian food and wine event will witness country-level participation from France, Italy, and Australia at one forum. The show allows foreign companies to interact and tie-up with potential distributors/importers."

Some of the major companies taking part in the event include France-based Lactalis (which is the largest cheese producer in the world), wine company Alliance Bordeaux, and Italian wine company Pasqua, among others.

Meanwhile, the maximum number of exhibitors at the event are companies in the business of products such as wines, cheese, coffee, rice, pasta, and condiments.

"IFOWS provides a platform to learn about new products and market trends."

## Heady Mix: Wine, Cheese & Jazz



clinging members, making professional connections, the evening was a success.

## AROUND TOWN

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**"A good way to approach the Indian Market"**

- Anna Chiara de Carlo, Verona chamber of Commerce, Italy

**"A well organized show with the right kind of people attending it"**

- Devna Khanna - India Representative, Southern US Trade Association

**"Good learning experience"**

- Su Birch, Wines of South Africa, South Africa

**"IFOWS is a professionally run exhibition attracting the correct visitor profile for my business. I look forward to participate again"**

- Ajay Khanna, Dometic Wine Cellars India

**"Interesting first experience of the Indian Market"**

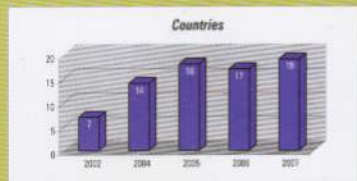
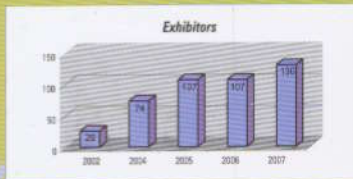
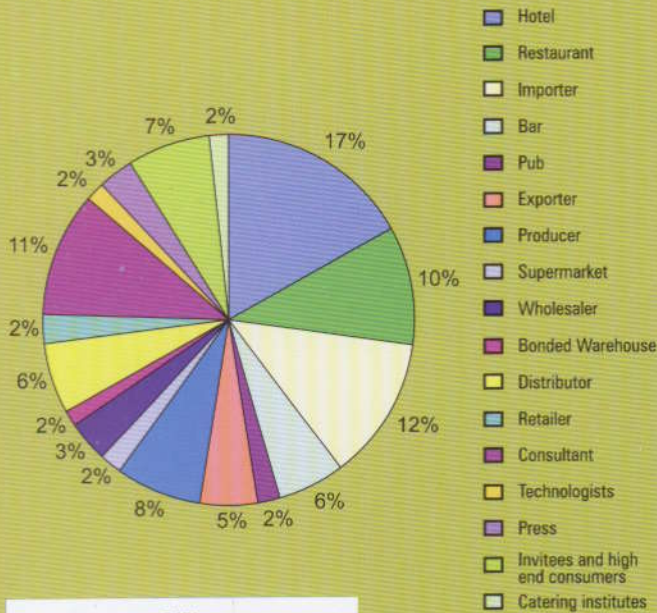
- Riviere Philippe, Maison Rivelere, France

**"Good opportunity to meet people from all areas and explore business opportunities"**

- Niyati Bhatt, Chateau Indage

# Why IFOWS

**"Over 58% of IFOWS visitors were top level decision makers!"**



**IFOWS - A not to be missed opportunity**

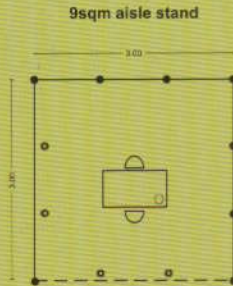
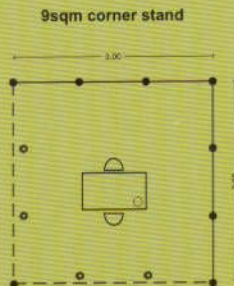
**Here's Why:**

- The most important food and wine show in India
- A truly International exhibition with participation by companies from all continents
- The largest number of trade professionals and high profile visitors attending any food & beverage show in India
- A powerful, high impact media plan ensuring visibility for exhibitors and their products in the print and electronic media
- A comprehensive event including a trade show and a rich programme of concurrent events organized as part of the IFOWS Food Festival. Therefore, more effective than a simple exhibition of products
- An excellent and cost effective way to market your products among your target clients
- Additional opportunities to network with companies from across the globe

**"Widest coverage across food and drink industry"**

## How To Participate

To participate, for details or the application form, kindly contact us at the address given below:



## Stall Specification: Fully Fitted

A typical pre-fitted stand of 9 sq. mt comes with the following basic fixtures and furniture:

1. Stand in white powder coated aluminium modular system with infill polychem panels.
2. Wall partitioning on two/three sides.
3. Fascia with company name and stall number in computer cut white vinyl lettering.
4. One reception table of size 1m x 0.5m x 0.7m (LxBxH).
5. Two folding chairs.
6. Four spot lights of 100 W each.
7. One power point 5A 230 Volts.
8. Needle punch synthetic carpet covering the floor of the stand area
9. One waste paper basket.

Extra furniture and fixtures are available on request at extra payment.

*For further information, please contact :*

### Lotus Exhibitions & Marketing Services (LEMS)

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Website: [www.ifows.com](http://www.ifows.com)

It's a **LEMS** event