



India Trade Promotion Organisation (ITPO), is organizing the 36th edition of B2B expo, “AAHAR - The International Food and Hospitality Fair” at Pragati Maidan, New Delhi from April 26-30, 2022.

India Trade Promotion Organisation (ITPO), a trade body of the Government of India, is organising the 36th edition of its annual flagship B2B expo, “AAHAR - The International Food and Hospitality Fair” at Pragati Maidan, New Delhi from April 26-30, 2022.

2. AAHAR is a very popular brand in the F&B exhibition domain in India and is well established as an order-writing expo. The broad display categories in the expo will include food and beverages, hospitality services and F&B equipment. AAHAR is the ideal platform for the food and hospitality industry for showcasing high-quality products and offerings to the large numbers of buyers and sourcing executives visiting the expo.

3. India is the world's second-largest producer of food next to China and has the potential of being the biggest with the food and agricultural sector contributing around 26% of India's GDP. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies, skills, and equipment, especially in areas of Canning, Dairy and Food Processing, Specialty Processing, Packaging, Frozen Food/Refrigeration, and Thermo Processing. Fruits & Vegetables, Fisheries, Milk & Milk Products, Meat & Poultry, Packaged/Convenience Foods, Alcoholic Beverages & Soft Drinks, and Grains are important sub-sectors of the food processing industry. Health food and health food supplements are another rapidly rising segment of this industry that is gaining vast popularity amongst the health-conscious.

4. Large spectrum of display of food products and beverages, F&B equipment, Hospitality & Deco solution, Wine & spirits, Allied Sectors in Aahar offer two-way live communication between exhibiting Food manufacturers and participating buyers.

5. The Last edition of Aahar witnessed the participation of more than 700 exhibitors and was attended by 40,000 trade visitors proving itself as the ultimate destination for global vendors and sourcing products. AAHAR provides a reputed



& reliable forum for the buying community to source superior quality products and services from the best suppliers who put up the best of India, on display.

6. We request you to disseminate information to International companies from your region to participate in the upcoming edition of Aahar 2022.

7. To encourage buying/sourcing professionals/ buying houses from F&B and allied industry to visit the 2022 edition of AAHAR, ITPO will be assisting select interested & established buyers through a dedicated buyer support program. To facilitate the visit ITPO will be arranging three days of safe and sanitized hotel accommodation and reimbursing travel expenditure (Economy class - Maximum of Rs 75,000/) to one delegate from a company at the level of Director/ Senior Executive / sourcing Agent.

8. A brochure of the upcoming edition of AAHAR is enclosed for your reference.

9. The interested delegates/ companies for the buyer program may fill in the attached form or contact the undersigned Ms. Hema Maity, General Manager, Email: hemamaity@itpo.gov.in or Ms. Jasdeep Seth, DM at jseth@itpo.gov.in, for further information.

With regards

Hema Maity
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Enclosure: Brochure of AAHAR 2022 edition
Overseas Buyers Registration Form