

**Trade Promotion Council of India
New Delhi**

**TPCI organizes India–US Food & Beverages BSM in New York
20th August 2019**

- *USD 5 million business deal sealed during BSM*

Trade promotion Council of India (TPCI) organized its first India-US BSM organized at Ball room of Consulate General of India (CGI), New York on 20th August 2019. The Food & Beverages Buyers – Seller Meet was inaugurated by Mr. Sandeep Chakravorty, Consul General of India in New York in the presence of international buyers, exhibitors and representatives from the US Government. The Agricultural and Processed Foods Export Development Council (APEDA) and Indian Tea Association (ITA) joined hands with TPCI's first ever BSM at New York. During the inauguration CG New York was accompanied by Mahender Patel of Patel Brothers, Dr. Sudhanshu, Secretary AEPDA and Deepak Vohra, Senior Deputy Director TPCI. The delegation was organized by Trade Promotion Council of India with the support of the Department of Commerce and Consulate General of India (CGI) New York,



Speaking on the success of the show, Chairman TPCI, Mohit Singla said, "I am happy to inform that during the New York BSM on- spot business deal worth 5 million USD was sealed. We represented the show with strong contingent of 40 plus exporters." Now the same delegation will be going to Toronto, Canada. Both these BSM at USA and Canada will go a long way in positioning value added Indian food products in these markets." Both US and Canada provide huge potential for exports of both material inputs and retail ready products, he added.

The BSM at New York was attended by the USA top 100 importers/ buyers hailing from New York, New Jersey, Texas, Hudson, Seattle and buyers from West Cost. Few of the major buyers included; Sing & Sing Brothers, Patel Brothers, Gutudev importers, SLT Foods, Viks Distributers, Best Food and USA Tea Association.

Further Chairman TPCI said, "The 3.5-million-plus strong Indian American community accounts for about 1% of the total population of USA. India-U.S. bilateral relations have developed into a global strategic partnership, based on shared democratic values and increasing convergence of interests on bilateral, regional and global issues. I am confident that the BSM will open up new vistas of trade collaboration between India, USA & Canada."

The major products of exhibits during BSM included; food and beverages, various ready to eat and ready to cook India ethnic products along with rice, tea, organic products, spices, grains, pulses, etc. The prominent exhibitors/ exporters from India include; Aroma Agrotech Private Limited, Capital Venures, Indian Tea Association, Regal Kitchen Foods Ltd, Srg Organic Foods India Pvt Ltd, Gopala Fresh Foods, Butterfly Ayurveda Pvt. Ltd, etc.

Trade ties between India and US have remained strong – the US was India's largest trading partner with total trade of US\$ 87.95 billion in 2018-19. Major food products exported to US are guar gum, Basmati rice, walnuts, mangoes, processed fruits and vegetables, honey, etc. The food sector in US is valued at around 5% of GDP with total sales of US\$ 1.4 trillion, servicing the needs of 320 million American consumers as well as overseas markets.

India's export to USA was worth USD 52.40 billion in 2018-19. The major products exported by India to USA were diamonds, shrimps, petroleum oil and motor vehicles and its parts. India's import from USA was worth USD 35.54 billion in 2018-19 amounting to a huge trade surplus of US\$ 16.85 billion. The major products imported by India from USA were crude petroleum oil, gold, almonds, coal, natural gas, diamonds, machines and equipment.
