Northern Powerhouse Introduction to India – Opportunities for the Food & Drink Sector

Thursday 8 July 2021

The Department for International Trade (DIT) is delighted to invite Northern Powerhouse (NPH) companies to join a free interactive seminar, designed to help food and drink producers understand the major market opportunities as well as the benefits and challenges of expanding in India.

India is a huge and growing market, seeing a sustained period of strong growth. With a large youth demographic and a rising, more affluent middle class. Indian consumers are also paying more attention to eating well and more healthily, thereby providing considerable opportunities for NPH food and drink premium producers.

As the UK negotiates a Free Trade Agreement (FTA) with India, increasing opportunities will arise in the future for food and drink producers in the NPH regions.

Why join?

- Overview of the opportunities in the Indian food and drink market
- Learn how to formulate a market entry strategy for success
- Find out about the barriers and common pitfalls facing UK exporters
- Hear first-hand accounts from experienced exporters to India
- Appreciate the cultural differences and considerations when doing business in India

Who's it for?

This webinar is designed for ambitious Northern Powerhouse food and drink exporters looking to hear about the opportunities available to either initiate or successfully further expand their business in India.

This webinar is a precursor to a virtual Northern Powerhouse food and drink mission to India, which will take place in September 2021. More information on the mission programme will be made available during the webinar.

Location:
Virtual – Microsoft Teams

Times:
11:00-12:00

Date:
Thursday 8 July 2021

For further information:
E: northeast@mobile.trade.gov.uk
T: +44 (0)345 136 0169

Register:
www.events.great.gov.uk/nphindia

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The Northern Powerhouse had a GDP total of £423.8 billion in 2019. In 2020 alone, businesses based in the region exported £50.5 billion worth of goods to every corner of the globe, yet there remains massive potential for future international growth. The region also has high speed rail links, excellent transport, highly skilled workforces and world-class research, with six northern universities ranked in the top 20 for research excellence nationally.

In partnership with:

NORTHERN POWERHOUSE