



Press release

## **SIAL India and Vinexpo India host their first exhibit in New Delhi**

**16th December, New Delhi – SIAL India and Vinexpo India hosted their first joint exhibit in New Delhi from 9th – 11th December 2021 at Pragati Maidan. The show, which was one of its first kind in India in the B2B space, was jointly organized by InterAds Exhibitions, Comexposium and Vinexposium.**

**The three days of show had 119 exhibitors, 80 B2B meetings and saw over 7500 visitors.** The show was inaugurated by Ms. Amanda Strohan, Deputy High Commissioner Embassy of Canada, Mr. Matthias Radosztics, Deputy Head of Mission at the Austrian Embassy, Mr. Eric Fajole, Trade Commissioner and Director of Business France for South Asia Embassy of Paris, and Mrs. Rebecca Suchiang, Chief Secretary of Meghalaya. The show hosted interesting masterclasses with experts from the F&B industry. An exceptional program of culinary events: demonstrations, live cooking classes with renowned chefs such as Mr. Manjit Gill, President, IFCA hosted a cooking demo of forgotten Indian recipes whereas Chef Manisha Bhasin hosted a cooking demo for sustainable cooking. The maiden Vinexpo India show in Delhi had participation from 15 wine and spirit companies. The exhibitors included the only dedicated State Wine Board in the country, the Karnataka Wine Board.

The Government of Meghalaya partnered SIAL India for this edition and announced the dates for the North East Food Show 2022, North-East's biggest food expo in association with SIAL. Dr. Vijay Kumar D, IAS Commissioner & Secretary to the Govt. Meghalaya said, "The SIAL India food show is a wonderful opportunity for entrepreneurs to understand the markets and to make market connections. I am glad that several enterprises from Meghalaya are participating in this program. My compliments to the organizers and to the entrepreneurs. We look forward to hosting the North East Food show in April 2022."

"It's been a wonderful experience with SIAL. We have been recognized and able to meet with different people to introduce our products. Thanks to SIAL for choosing us and shortlisting our products. We are also proud to be the bronze prize winner of the SIAL Innovation Awards", said a spokesperson of Condor, an exhibitor at the show.

Kartie, a winemaker from Mizoram said, "Vinexpo India has been a great experience! The masterclass has proven to be truly beneficial. The event has been truly informational and knowledgeable. Looking forward to more events like this in the coming years."

The show hosted a program of masterclasses and tastings for the visitors. Throughout the 3 days, besides the cooking demos, there were Hosted Buyer Meeting, Conferences, Award Shows and Vinexpo Challenge.

**Vinexpo India will now co-locate with SIAL India next on 10-12 May, 2022 in Mumbai**, the economic capital of India and a major gateway for international trade. Mumbai's economy is growing fast and its wine and spirits market is booming with a potential of 300 million consumers.

Mr Rodolphe Lameyse, CEO of Vinexposium, commented "The success of the first edition of Vinexpo India in New Delhi encourages us to open doors to more territories in India. I am very much thrilled by the perspectives of launching Vinexpo India in Mumbai as soon as May 2022, it is an important milestone for the future."

**For more information, visit [Vinexpo India](#) and [SIAL India](#)**

#### **About Vinexpo India**

The launch and establishment of Vinexpo India in 2021 was a first for the global wine and spirits industry. This B2B event is designed to connect producers from around the world with distribution and retail players in a market with strong potential. Vinexpo India is drawing on Vinexposium's high standards, coupled with close collaboration with its local partner Inter Ads Exhibition and hosted in co-location with SIAL India, the global B2B platform dedicated to the food industry.

#### **About Vinexposium**

Owned jointly by Comexposium and Vinexpo Holding, Vinexposium is the world's leading organizer of wine and spirits trade events. Vinexposium offers an enhanced range of high-performance events, tailored to different market segments, with a portfolio of iconic and recognized events: Wine Paris & Vinexpo Paris, Vinexpo America, Drinks America, Vinexpo Hong Kong, WOW! Meetings, Symposium "Act for change", Vinexpo Shanghai, Vinexpo India and WBWE Amsterdam, as well as Vinexpo Explorer and World Wine Meetings.

#### **About SIAL**

SIAL, the best world partner to support food business development and export!

For over 50 years, SIAL has been inspiring food adventures. Today, SIAL is a global brand present in 50 countries all around the world with events in 7 countries. All over the globe our network represents a forum for exchange, meetings and discussions and is truly unique. In terms of visitor ship and impact, SIAL is the premier food innovation event.

Introducing new trends, helping to launch products in new territories, solving diversity, quality and safety issues, these are our motives in an ever-growing market.

### **About SIAL India**

SIAL is World's No. 1 Food Innovation Network and made its debut in the international market in the year 1964 in Paris followed by China, Canada, Jakarta, Abu Dhabi and India, wherein 14,535 exhibitors from 109 countries have participated to grow their business.

After the great success of SIAL 2020, **SIAL India 2021 is ready to bring 200+ exhibitors along with various countries participation and 10,000 visitors** under one roof making it a much bigger and successful exhibition.

### **About Comexposium**

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 132 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism and works council.

At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operating in 22 countries.

### **About InterAds**

Inter Ads is a leading and reputed organizer of international trade exhibitions and conferences in India, in partnership with global exhibition management companies, who are highly acclaimed for innovation and excellence in organizing exhibitions in various sectors across India.

### **PR CONTACT**

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