

Organised by



TM



**250 +**  
**Exhibitors**

**15000 +**  
**International**  
**Visitors**

**15 +**  
**Industry**  
**Sectors**

**500 CR +**  
**Expected**  
**Business**

**Opportunity**  
**For B2B - B2C**  
**Exhibitors**

**10000 +**  
**SQM**  
**Area Cover**

नमस्ते।

India Offers Thousands of Exquisite Sweets, Each with its Incredible History & Flavour. Our Mission is to bring the Finest of these delicacies to every home across the world & Delivering an authentic taste of India with every bite. Every sweets & its unique flavour in India reflects the cultural identity and heritage of the region or state it originates from.

Similarly, spices are an integral part of our heritage. India is home to some of the most renowned & diverse spices in the world, earning it the title of the “LAND OF SPICES”. It is remarkable to know that India alone produces over 75% of the world's spices. We strive to enhance the flavours of countless dishes across the globe with our exquisite spices.

Thus, our world revolves around two key sectors, sweets and savory products. Any industry, whether directly or indirectly related to these domains are warmly invited to be a part of our international Festo.

“GLOBAL SWEETS & NAMKEEN FESTO” initiative spans both B2B and B2C sectors, ensuring that every entrepreneur has the opportunity to conduct their business with complete freedom and flexibility.

We are eager to play a small yet significant role in your progress.

Together, let's spread sweetness across the Globe !

# Exhibitors Profile



Sweets



Namkeen



Dairy



DryFruits



Raw Material



Automation



Packaging



Spices



Storage Systems



Chemical Ingredients



Bakery



Digital Technologies



Quality Control



Interior Design



Display Units

# Why To Exhibit...?

“**GLOBAL SWEETS & NAMKEEN FESTO**” offers several advantages for business in the snacks and confectionery industry. Here are some key reasons why you should participate:

- **Industry Exposure & Brand Awareness:** Showcase your products & Get your brand in front of targeted audience, including retailers, wholesalers, distributors. Position yourself among industry leaders & attract potential customers.
- **Networking & Partnerships:** Connect with key decision-makers in the snacks industry, including bulk buyers, supermarket chains, and international trading. Build relationships with raw material suppliers, packaging companies, and technology providers. Explore partnerships, collaborations, Investors.
- **Market Insights & Consumer Trends:** Stay Updated & Understand the latest trends, innovations & Consumer preferences in the sweets and namkeen segment. Gather feedback on your products to improve offerings and packaging & Understand what competitors are doing and learn from market leaders.
- **Product Launch & Promotion:** Ideal platform to introduce new flavours, packaging innovations, and unique snack varieties. Get instant feedback from industry experts and consumers. Offer live demonstrations and sampling to boost product awareness.
- **Business Growth Opportunities & Exports:** Meet Potential buyers & suppliers to explore opportunities for export & International Trading. Expand into new markets by connecting with distributors from different regions & Find new distribution channels for your products. Get bulk orders from B2B buyers.
- **Competitive Edge & Differentiation:** Stand out among competitors by demonstrating product quality and uniqueness. Participate in live tasting, contests, and other promotional activities.
- **Direct Customer Engagement:** Get real-time reactions from end consumers and retailers. Build trust and relationships that can lead to long-term business deals. Expand your customer base and geographic reach.
- **Media & Brand Visibility:** Gain media coverage and social media exposure. Strengthen your brand image in the sweets and namkeen sector.

دعنا ننشر الحلاوة في جميع أنحاء العالم

## Why UAE...?

UAE has a huge Indian diaspora, along with Russia , Soudi Arabia, and Sri Lankans, who have a strong preference to Indian sweets and namkeen For its Festivals like Diwali, New Year, Eid, & Holi to create high demand for these products.

UAE is a major re-export hub, making it easy to reach markets in the Middle East, Africa, Europe & beyond. Exhibiting here can help you to expand international distribution networks.

Indian sweets and namkeen are popular among locals & Growing awareness of authentic Indian flavour boosts demand in supermarkets, restaurants, and online platforms.

UAE offers tax benefits, free trade zones & easy import-export policies, making it business-friendly for your brands. Participation in **GSNF** can lead to potential retail partnerships with hypermarkets.

The UAE is a luxury food market, where premium sweets and gourmet snacks are highly valued. Tourists visiting UAE look for authentic Indian Sweets & snacks, leading to strong retail and gifting demand.

UAE has a booming e-commerce market with platforms like Amazon UAE, Noon, and Talabat, allowing easy online sales. Many Indian brands have successfully entered in supermarkets, specialty stores, and duty-free outlets.

Thus, UAE is an excellent location to exhibit “GLOBAL SWEETS & NAMKEEN FESTO”.





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