

**WEBINAR - “India Food Journey - A palette of opportunities for Swiss exporters”  
Tuesday, April 13, 2021, 14.30 IST**



The Indian foodstuffs market is changing. Altered consumer needs and new sales formats are really pushing the market. The consequence of this is new and interesting opportunities for export.

Covid's impact on eating habits, and the incredible growth of e-commerce, has opened a world of possibilities for consumers and companies alike. What is driving this change, where exactly are the opportunities, and what are the main ingredients for successfully establishing a Swiss brand in India?

In our webinar, experts discuss how Swiss foodstuff and beverage companies can take advantage of these.

To find out, register for our **Webinar on Wednesday, April 13, 2021 at 14:30 IST**, and interact with experts about the most important elements of exporting Swiss food and beverages to India.

- 14.30 - Welcome**  
Bastien Bovy, Consultant, Switzerland Global Enterprise
- 14.35 - Welcome address**  
Dr. Ralf Heckner, Ambassador of Switzerland to India and Bhutan
- 14.40 - F&B opportunities for Swiss companies in India and how to access them**  
Tarun Gupta, Founder, T&A Consulting
- 14.55 - The Swiss Store on Amazon India**  
Dr. Vijay Iyer, Senior Trade Advisor, Swiss Business Hub India
- 15.00 - Key success factors for establishing a Swiss F&B brand in India**  
Rahul Narang, Founder & Chairman, The Narang Group
- 15.15 - Ready for India: Announcing the Swiss Food Mission 2021**  
Deepti Sharma, Deputy Head, Swiss Business Hub India
- 15.20 - Q&A**  
Moderated by Deepti Sharma, Deputy Head, Swiss Business Hub India
- 15.25 - Closing**  
Bastien Bovy, Consultant, Switzerland Global Enterprise

**Register using link below**

**<https://www.s-ge.com/en/registration-form-goglobal-week-food>**