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# MSMECCII

*The Future of Food & Beverages*

Date: 20-22nd JULY 2026

AT BISWA BANGLA CONVENTION  
CENTRE, KOLKATA

## The Ultimate B2B Food & Beverage Stage

As MSMECCII continues to scale its impact across India's industrial landscape, the Food & Beverage (F&B) sector represents one of the most dynamic opportunities for growth, innovation, and global export.

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# ROADMAP TO EXECUTION

**Exhibition & Trade Fair:** Creating specialized zones (e.g., Dairy, Spices, Beverages, Ready-to-Eat) to streamline the visitor experience.

**Buyer-Seller Meets (BSM):** Structured, pre-scheduled 1-on-1 meetings to ensure high conversion rates for participants.

**Knowledge Sessions:** Workshops on navigating export hurdles (APEDA/MPEDA guidelines) and adopting "Green" manufacturing practices.

**Excellence Awards:** Recognizing the most innovative and socially responsible MSMEs in the F&B space to build brand prestige.



# ACCESS TO INNOVATION



## Defining the Future of India's \$500 Billion Food Ecosystem

The Indian Food & Beverage sector is no longer just about production; it is about precision, sustainability, and global dominance. MSMECCII invites industry titans to lead the charge. We are creating a high-decibel stage where tradition meets technology, and where MSMEs scale to become global conglomerates.

### Lead the Narrative. Shape the Industry.

We invite you to do more than just attend. Be the voice that guides the MSME ecosystem. Partner with MSMECCII to mentor, invest, and innovate. Let's build a resilient, world-class F&B infrastructure together.

## **MSME Chamber of Commerce & Industry of India**

Hosted in India's financial capital, MSMECCII is proud to facilitate participation in this premier event, serving as a strategic gateway to one of the world's fastest-growing food and beverage markets. By bridging the gap between local innovation and international demand, we provide our members with an unmatched platform for business growth, product discovery, and global networking.

### **Milestone Edition**

Building on the success of MSMECCII 2026.

Marks a new milestone as India's flagship food & beverage exhibition.

### **Unified Platform**

Merger of MSMECCII Delhi + Kolkata.  
One powerful stage for scale, diversity & global reach.

### **Global Opportunities**

Explore products, trends & innovations from India & worldwide.

Unmatched platform for sourcing, networking & business growth.

### **Key Feature**

National & International buyer programme  
Innovation Showcase  
Live culinary Demonstrations.

## **Expected Exhibitor Profile**

- Bakery & Confectionery
- Beverages
- Dairy Products
- Dried Fruits & Nuts
- Food Packaging
- Food Research Institutions
- Frozen & Ready-to-eat
- Fruits & Vegetables
- Govt. Bodies & Allied Institutions
- Grains, Pulses & Staples
- Health, Organic & Functional Food
- Industry Associations
- Ingredients & Additives
- Meat, Poultry & Seafood
- Oils & Fats
- Special Dietary Products
- Spices & Condiments
- Technology & Solution Providers

## **Visitor Profile**

- Importers & Exporters
- Distributors & Wholesalers
- Sourcing & CNF Agents
- Duty-Free & Travel Retail Buyers
- International Trade Missions
- Buying Delegations
- Supermarkets / Hypermarkets
- Convenience Stores
- Department Stores
- Speciality / Gourmet Food Stores
- Organic & Health Food Retailers
- E-Commerce Grocery & Online Retail Platforms
- Hotels, Restaurants & QSR Chains
- Catering Companies
- Airline
- Food & Beverages Brand Owners

# 4 strong reasons why hosting a Food & Beverages Trade Fair in Kolkata is highly strategic:

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## 1. Gateway to Eastern & Northeast Markets

Kolkata serves as the commercial hub of Eastern India and a gateway to the Northeast states. A trade fair here gives direct access to fast-growing markets like West Bengal, Assam, Bihar, Odisha, and even neighboring countries like Bangladesh, Nepal, and Bhutan—expanding regional and cross-border business opportunities.

## 2. Strong Food Culture & High Consumption Base

Kolkata has a rich culinary heritage and one of the most diverse food cultures in India. The city's large population with high food consumption and openness to new products makes it an ideal testing ground for launching new F&B brands, products, and innovations.

## 3. Growing Retail & Distribution Network

The region is witnessing rapid growth in modern retail, supermarkets, HoReCa (Hotels, Restaurants, Catering), and e-commerce. A trade fair helps brands connect directly with distributors, wholesalers, and retail chains, strengthening supply chain and market penetration.

## 4. Strategic Port & Logistics Advantage

With access to Kolkata Port and strong rail-road connectivity, the city is a key logistics hub. This makes it easier for both domestic and international exhibitors to transport goods, making participation cost-effective and efficient.

## 1. Gateway to Eastern & Northeast Markets

Represents Kolkata's strategic connectivity via river, road, and trade routes.



## 2. Strong Food Culture & High Consumption

Depicts the vibrant lifestyle and dense population—ideal for F&B demand.



## 3. Growing Retail & Distribution Network Symbolizes movement, infrastructure, and expanding business ecosystem

Depicts the vibrant lifestyle and dense population—ideal for F&B demand.



## 4. Strategic Port & Logistics Advantage

Highlights river-port connectivity and logistics strength of Kolkata.



# S P O N S O R S H I P

20 - 21 July 2026 at Biswa Bangla, Convention Centre, Kolkata

Sponsors-Name	INR	USD	Complimentary Delegates
Premium Event Sponsor	10 Lacs + 18% Gst	\$ 13,300	10
Diamond Sponsor	8 Lacs + 18% Gst	\$ 10,155	8
Platinum Sponsor	7 Lacs + 18% Gst	\$ 8,885	6
Golden Sponsor	5 Lacs + 18% Gst	\$ 6,350	5
Silver Sponsor	4 Lacs + 18% Gst	\$ 5,080	4
Bronze Sponsor	3 Lacs + 18% Gst	\$ 3,810	3
Stall ( size- 9 sqm ) 12,000/sqm	1,08,000 + 18% Gst	\$ 1,390	1
Standeers Rate	5,000 + 18% Gst	\$ 65	NIL
Mug Sponsor	60,000 + 18% Gst	\$ 800	1
Conference Souvenir Sponsor	2 Lacs + 18% Gst	\$ 2,565	2
Souvenir Front Page	50,000 + 18% Gst	\$ 645	NIL
Souvenir front inside page	45,000 + 18% Gst	\$ 580	NIL
Souvenir back Cover page	40,000 + 18% Gst	\$ 515	NIL
Souvenir back inside page	35,000 + 18% Gst	\$ 450	NIL
Souvenir full page advertisement	10,000 + 18% Gst	\$ 135	NIL
T-Shirt Sponsor	75,000 + 18% Gst	\$ 995	1
Key Chain Sponsor	30,000 + 18% Gst	\$ 400	NIL
conference Kit Sponsor	3 Lacs + 18% Gst	\$ 3,978	3
Lanyard Sponsor	75,000 + 18% Gst	\$ 955	NIL
Textile Partner	1 Lacs + 18% Gst	\$ 1,285	2
Jute Partner	1 Lacs + 18% Gst	\$ 1,285	2
Leather Partner	1 Lacs + 18% Gst	\$ 1,285	2
Handicraft Partner	1 Lacs + 18% Gst	\$ 1,285	2
Knowledge Partner	1.5 Lacs + 18% Gst	\$ 1,925	2
Awards, Mementos & Certificate sponsor	2 Lacs + 18% Gst	\$ 2,565	2
One Day Lunch Sponsor	2.5 Lacs + 18% Gst	\$ 3,210	7
One Day Dinner Sponsor	2.5 Lacs + 18% Gst	\$ 3,210	8
One Day Tea /Coffee/Snacks Sponsor	1 Lacs + 18% Gst	\$ 1,330	1
Cocktail & Dinner Sponsor	7.5 Lacs + 18% Gst	\$ 9,620	15
Cocktail Sponsor	5 Lacs + 18% Gst	\$ 6,630	7
Registration Centre & Luggage Centre Sponsor	50,000 + 18% Gst	\$ 655	NIL
Delegate Registration Fees	6,500 + 18% Gst	\$ 85	1
Awardee + 1 (Additional Person)	6,500 + 18% Gst	\$ 85	1