

## FIFI & SIAL India Alliance, to amplify strategies for F&B Sector

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Convened annually in New Delhi, SIAL India is one of the most recognized trade shows in India. In a bid to amplify the perfect synergy between the food, beverage, and alcoholic beverage sector from both domestic and international markets, Forum of Indian Food Importers (FIFI) has come forward alongside SIAL India and Vinexpo. This alliance is made with the objective to bring all stakeholders together and curate a positive environment for the sector in India.&nbsp;&nbsp;&nbsp;Held as a physical event in 2021, SIAL India did put the spotlight on the food and beverage sector and evolving trends. The mega opus food show opened its doors to a robust F&B diaspora looking to interact, re-engineer, and re-invent them post-evolving global trade outlook. FIFI as Executive Partner was present at the show in full force demonstrating confidence and courage in the burgeoning Indian commerce. The FIFI pavilion showcased participation from various national and international brands including countries like Canada, Austria, Belgium, and the USA.



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