

Organised by



FEDERATION OF INDIAN
EXPORT ORGANISATIONS

Under the aegis of



Department of Commerce
Ministry of Commerce & Industry
Government of India



BRANDS & LIFESTYLE INDIA 2020

THE LEELA AMBIENCE CONVENTION HOTEL, DELHI, 26 - 28 MARCH 2020

MULTI-SECTOR INTERNATIONAL RETAIL EXPO

www.brands-lifestyle.com



Brands & Lifestyle India 2020 will be India's first Global Market Place for Indian brands to go global, covering both food & non-food Fast-Moving Consumer Goods (FMCG) as well as services. Brands & Lifestyle India 2020 will help India companies to launch successful Indian brands to international markets. Brands & Lifestyle India 2020 will connect Indian manufacturers, licensing companies & contract manufacturers to potential partners. Brands & Lifestyle India 2020 will also showcase India's select services which have the potential to be franchised overseas. FIEO will invite overseas super-markets, retail chains, importers, potential overseas licensees & business owners to attend Brands & Lifestyle India 2020 & meet their prospective Indian partners.

A QUICK GLANCE

In the fiscal year (FY) 2018-19, India's total merchandise exports registered a 9.06% growth to hit a new high of US\$330 billion, surpassing the earlier peak of US\$314 billion clocked in 2013-14 FY. India's key exports in FY2018-19 were petroleum products, followed by pearls, precious, semiprecious stones, drug formulations & biologicals, gold & other precious metal jewellery, iron and steel, as well as organic chemicals. Together, these top ten commodities accounted for about 46 % of India's total export.

India's share of global exports has been around 1.6-1.7% since last several years. Under the vision of Prime Minister Narendra Modi, there is a desire to double India's share in world exports to 3.4% in the coming years.

In order to achieve this, there is a requirement to increase diversification across destinations, products, & services, improve composition of the export basket measured by technological content, quality, sophistication, & complexity of exports, align India's goods & services exports to globally-traded products and services.

Traditionally, India's exports have focussed on commodities and in order to increase value of exports, it is proposed to create a market place where India can promote branded goods & services from India.

BRANDS & LIFESTYLE INDIA 2020: INDIAN PARTICIPANTS



SERVICE PROVIDERS OFFERING OVERSEAS LICENSING OPPORTUNITIES IN



BRANDS & LIFESTYLE INDIA 2020: CONFERENCE

Brands & Lifestyle India 2020 conference will provide learning opportunities to Indian companies to understand how to make their brands global. They will be able to understand overseas expansion trends, challenges, opportunities & innovations. Workshops will focus on professional advice and training on licensing marketing opportunities, regulation, & trademark compliance etc.

HOW TO PARTICIPATE

Exhibit at Brands & Lifestyle India 2020 & gain maximum exposure

Limited number of Exhibition booths are available at Brands & Lifestyle India 2020

6sqm Shell Scheme:

₹ 55,000*

Get a Fully Furnished 6sqm booth | 2 exhibitor passes
Access to all B2B meetings & other events

₹ 70,000*

Get a Fully Furnished 6sqm booth | 2 exhibitor passes
Access to all B2B meetings & other events | 2 nights of
hotel stay (1 room on twin sharing basis)

*GST Extra

Overseas Delegates

Overseas Super-markets, Retail chains, & importers seeking to source Indian Brands for their in-house sales & business owners seeking Indian franchises are invited to visit Brands & Lifestyle India 2020 as a Hosted Buyer. Each hosted buyer will be offered a complimentary return air ticket to attend Brands & Lifestyle India 2020 along with 2 nights of Hotel stay.

Hosted Buyer

Application does not confirm acceptance. Decision for all reviewed applications will be informed by **1st March, 2020**

Non Hosted Buyer

Non Hosted International Delegates can also attend Brands & Lifestyle India 2020 by paying a Registration Fee of **\$100***. This fee includes invitation to all events at Brands & Lifestyle India 2020.

BRANDS & LIFESTYLE INDIA 2020 PARTNERSHIP PACKAGES

Please contact **MR. NISHANT KATYAYAN** to know more about our Partnership Packages.
Contact details given below



ABOUT US

The Federation of Indian Export Organisations represents the Indian entrepreneurs spirit of enterprise in the global market. Known popularly as "FIEO", this apex body of Indian export promotion organizations was set up jointly by the Ministry of Commerce, Government of India and private trade and industry in the year 1965. FIEO is a partner of the Government of India in promoting India's exports. Please visit www.fieo.org to know more.

For more information, please contact:

The Federation of Indian Export Organisations, Niryat Bhawan, Rao Tula Ram Marg,
Opp. Army Hospital Research & Referral, New Delhi-110 057

Key Contact: Mr. Ashish Jain (Jt. Deputy Director General, FIEO)
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