

Europe's Agri-Food Excellence Meets India's Growth Story as Anuga Select India Strengthens Global Food & Beverage Trade Partnerships

The European Union Leads a Strong International Presence at India's Premier Gateway for Food & Beverage Sourcing, Trade and Innovation

Mumbai, India - The European Union (EU) has been named **Official Partner Region** of Anuga Select India 2026, marking the first time an international food and beverage exhibition in India has partnered with a region of such scale and global influence.

The collaboration reflects the growing strategic importance of EU -India partnership in the global food economy. Anuga Select is leading platform where international trade, innovation, sourcing, and market opportunities converge.

Europe's Agri-Food Excellence Comes to India

Representing 27 Member States and one of the world's most advanced agri-food ecosystems, the EU brings unmatched expertise in food quality, safety, authenticity, sustainability, traceability, innovation, and regulatory excellence. The EU brings together globally renowned food-producing nations, collectively representing a rich heritage of culinary traditions, premium agricultural products, and internationally recognised food standards.

H.E. Hervé Delphin, Ambassador of the European Union to India said, *"Europe and India share rich culinary traditions, reflecting the diversity of their cultures and food products. The future Free Trade Agreement and an agreement on Geographical indications will bring greater and cheaper access to premium European products for Indian market, with robust guarantees in terms of authenticity and food safety. The EU Pavilion at Anuga Select India 2026 will offer a taste of authentic regional flavors, world-class quality, and cutting-edge innovation from Europe, serving as a powerful bridge for collaboration that connects markets, supply chains, and culinary outlets between the EU and India."*

At Anuga Select India 2026, the EU Pavilion will present a comprehensive showcase of Europe's world-renowned food and beverage expertise, highlighting category leadership across key sectors and offering Indian businesses unparalleled access to premium products, industry trends, and global best practices. Through product showcases, tastings, cooking and pairing demonstrations, knowledge-sharing sessions, and industry interactions, Indian buyers and food businesses will gain direct access to world-class products, emerging trends, and globally respected standards that have made Europe a benchmark for quality and innovation in the food and beverage sector.

Strengthening India-EU Food Trade Relations

The participation also aligns with the growing momentum in India-EU trade relations, driven by recent conclusion of the Free Trade Agreement (FTA).

The European Union and India stand as highly valued trading partners, united by a dynamic and growing economic partnership. With bilateral trade nearing EUR 200 billion and an investment stock of EUR 140 billion, today the EU is India's top trading partner and leading foreign investor. The FTA will give additional boost to the bilateral trade in goods and services.

The EU Pavilion at Anuga Select India 2026 will serve as a powerful platform to strengthen commercial ties, facilitate business partnerships, and promote greater exchange of products, innovation, and expertise between European suppliers and the Indian food industry.

For India, the collaboration opens the door to Europe's rich culinary heritage, diverse food cultures, authentic regional specialties, and globally celebrated flavours. The EU Pavilion will showcase cheeses and dairy products, confectionery, specialty foods, fruits and vegetables, olive oil, wine and spirits, beer, meats, and gourmet offerings while also highlighting the promotion of EU Geographical Indications as a key element of Europe's quality policy. Through these offerings, Indian buyers and consumers will gain greater exposure to the taste, variety, authenticity, and premium food experiences that define European cuisine. For Europe, India represents one of the world's most promising consumer markets, driven by a population of over 1.4 billion people, rising disposable incomes, rapid urbanisation, organised retail expansion, and growing demand for premium and international food products.

Connecting Global Suppliers with India's Growing Market

Beyond the European Union, Anuga Select India 2026 will also feature country pavilions and participation from leading food-producing nations including Thailand, the Philippines, South Korea, China, Turkey, Spain, Indonesia, Brazil, Italy, Germany, and Georgia, further strengthening the exhibition's global footprint and sourcing opportunities.

More than a trade fair, Anuga Select India serves as a strategic business platform connecting importers, exporters, distributors, retailers, HoReCa professionals, food manufacturers, policymakers, and industry leaders from across the world. By bringing together global suppliers and India's rapidly evolving food ecosystem under one roof, the exhibition continues to play a vital role in shaping the future of food trade in the region.

As India continues to strengthen its position as one of the world's most dynamic food and beverage markets, Anuga Select India 2026 will provide a unique platform for international suppliers, buyers and industry leaders to connect, exchange ideas and unlock new business opportunities. The European Union's participation as Official Partner Region marks an important milestone in the growing partnership between Europe and India and reinforces the exhibition's role as a gateway for global food trade.