

TASTES OF EUROPE CAMPAIGN IN INDIA

CAMPAIGN PROGRAMME

Restaurant week

Mumbai, 6-12 September 2014

Timings - 12pm-3pm and 7pm-11pm

Participating restaurants in Mumbai:

1. Olive Bar & kitchen
2. Smoke House Deli
3. Salt Water Café
4. Indigo Deli
5. Maritime By San Lorenzo (Taj Land's End)
6. Olio (Novotel)
7. Prego (The Westin)
8. Vetro (The Oberoi)
9. Nido
10. Botticino at Trident

Each restaurant will offer a special European menu.

Retail week

Mumbai, 15-21 September 2014

Timings – 4pm -9 pm

Tasting of European products at participating stores:

1. Palladium Food Hall, Lower Parel
2. Hypercity, Malad
3. Haiko Super Market, Powai
4. Godrej Nature's Basket, Bandra

Introductory seminar for EU producers on Indian food market and import conditions

Mumbai, 23 September 2014

The Leela Hotel

Target public: European producers

Seminar moderator: Hans Erwin Barth, Head of Unit, Promotion, DG Agriculture and Rural Development, European Commission

Draft programme:

Timing	Topic	Speaker
10:00	Welcome address	Monique Pariat , Deputy Director General of DG Agriculture and Rural Development, European Commission
10:10 - 10:40	Understanding FSSA & FSSR & meeting the prerequisites to stay compliant	Ashwin Bhadri , Head Business Relations, Equinox Labs
10:40-11:10	FSSAI New Product Approval	Ms. Cynthia Joseph , Sr Compliance Officer, Equinox Labs
11:10-11:40	Distribution channels in India	Mr. Rakesh Banga , Co Founder - Farmland Premium Foods LLP
11:40 - 12:00	<i>Coffee Break</i>	
12:05-12:35	Consumer preferences and cultural sensitivities	Mr. Sourish Bhattacharya , Founder Member, Delhi Gourmet Club
12:35-12:55	Case study: How to approach the Indian market?	Luigi Oddone , Managing Director of Ferrero India
12:55-13:15	Succeeding in the Indian food market	Vishal Sehgal , METRO Cash & Carry India Pvt. Ltd. Corporate Communications
13:15-13:30	Q&A and closing remarks	



Networking event for Indian buyers

Mumbai, 23 September 2014
Westin Garden City Hotel

Target public: Indian importers, distributors, retailers, Horeca sector

Event programme:

Timing	Topic
19:00	B2B meetings
20:30	Networking cocktail and dinner

Press conference: presentation of the "Tastes of Europe" campaign

Mumbai, 24 September 2014
Westin Garden City hotel, Banquet Hall
Start of conference at 12:30pm

Speakers:

João Cravinho, EU ambassador to India

Monique Pariat, Deputy Director General, DG Agriculture and Rural Development, European Commission

EU pavilion at Annapoorna World of Food India trade fair

Bombay Exhibition Centre
Wednesday 24th to Friday 26th September 2014

Stand programme published on webpage http://ec.europa.eu/agriculture/events/annapoorna-2014_en.htm.

Programme of seminars:

Venue: Seminar hall at the Exhibition



www.tastesofeurope.eu



Extra virgin olive oil: benefits and use in Indian cuisine

Find out more about the good reasons to include extra virgin olive oil to your diet, as well as how to recognize the quality of extra virgin olive oil.

Wednesday, 24 September 2014

15:15-16:30

European foods and beverages: quality systems behind the products

Learn more about the four EU quality schemes and the labelled products present on the Indian market.

Thursday, 25 September 2014

11:00-12:30

Journey through European wine regions

Join a renowned Indian sommelier as well as wine producers from all over Europe to uncover the continent's wine landscape.

EU pavilion, Thursday, 25 September 2014

14:00-16:00

Programme of live cooking shows:

Venue: EU Pavilion

Live Cooking Session- Olives from Spain- Presentation by Interaceitunas

Date: 24th September, 2014

Timings – 11:30 am– 12:30 pm

Live Cooking Session- Dairy and Cheese

Date: 24th September, 2014

Timings – 2pm– 3pm

Live Cooking Session- Fusion cooking

Date: 25th September, 2014

Timings – 11:30 am – 12:30 pm

Live cooking session - Celebrity Cooking

Date: 26th September, 2014

Timings – 14:00pm– 15:15 pm

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