WEBINARS

STEP-BY-STEP – BUILDING EXPORT SUCCESS IN THE INDIAN MARKET

Wednesday, Oct 1, 2025 | 10:00 AM - 11:00 AM
Registration: Tuesday, Sep 9 - Tuesday, Sep 30, 2025
Microsoft Teams | United States of America

https://www.wusata.org/e/8WKX89O

EVENT DETAILS

Step-by-step – Building Export Success in the Indian Market

October 1, 2025, 10 AM to 11 AM PDT

The Microsoft Teams link will be sent via a Calendar Invite after registration is completed

Presented by Bryant Christie Inc,

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are seeking to enter or expand in the Indian market. The session will provide a step-by-step overview of how to build export success in India, highlighting the country's unique consumer trends, regulatory requirements, and distribution landscape. Attendees will gain insights into navigating India's import framework, adapting products to local preferences, and identifying reliable partners such as importers, brokers, and distributors. A featured case study will share lessons from a U.S. exporter that successfully established a foothold in India. Participants will leave with actionable steps to assess readiness, align with regulatory requirements, and build resilient, long-term growth strategies in one of the world's fastest-growing food markets.

Detailed Webinar Overview:

1. Welcome & Objectives

- Why India is a priority market for U.S. food & agriculture exporters
- Market snapshot: demographics, consumer trends, rising middle class
- Session goals: breaking India down into a step-by-step approach

2. Market Overview & Opportunities

- Key demand drivers: packaged foods, healthy/organic, premium U.S. products
- High-potential categories: nuts, fresh produce, dairy ingredients, specialty foods
- Regional/Class differences in consumption (urban metros vs. Tier 2/3 cities)
- Spotlight on retail formats: traditional vs. modern trade vs. e-commerce

3. Regulatory and Compliance Essentials

a. India's import framework for food & agriculture

- FSSAI (Food Safety & Standards Authority of India)
- Labeling & packaging requirements

b. Recent regulatory developments exporters must know

c. Importance of halal/vegetarian labeling in certain categories

4. Step-by-step Market Entry

Step 1: Market research & product adaptation
Step 2: Identifying the right importers, brokers, and distributors
Step 3: Registration & certification requirements
Step 4: Logistics & cold chain considerations (ports of entry, inland transport challenges)
Step 5: Building brand visibility & consumer trust (retail, food service, e-commerce strategies)

4. Case Study: U.S. Exporter Success Story

- Walkthrough of a Western U.S. exporter navigating the Indian market
- Lessons learned
- Pitfalls to avoid
- Case study: A West Coast exporter's success/failure story with brokers/distributors

5. Q&A

- Interactive Q&A

Learning Outcomes:

1. Explain the scale and potential of the Indian food and agriculture market and identify key product categories with strong growth opportunities.

2. Recognize regional and consumer differences in India and adjust product positioning accordingly.

3. Navigate India's regulatory and compliance framework (FSSAI, labeling, tariffs) to avoid shipment delays and market-entry barriers.

4. Apply a structured step-by-step approach to market entry, from research and adaptation to partner selection and logistics.

5. Identify reliable importers, brokers, and distributors and evaluate them for long-term success.

6. Draw lessons from real-world case studies of successful U.S. exporters and apply them to their own export strategies.

7. Develop risk management strategies to handle tariffs, payment issues, and compliance challenges in the Indian market.