

Embassy of India  
The Hague

Press Release

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**Netherlands to be 'Focus Country' at the World Food India 2017**

Netherlands announced today its participation as a 'Focus Country' in upcoming World Food India 2017 to be held on November 3-5, 2017 in New Delhi.

The above was conveyed to Mrs Harsimrat Kaur Badal, Minister of Food Processing by the Dutch Minister of Agriculture Mr Martijn van Dam during her call on him today in The Hague. The Minister also conveyed that the Netherlands will send a business and official delegation to attend World Food India 2017.

Mrs Badal is in The Netherlands to promote World Food India 2017 and invite the participation of the Dutch Government and business to this mega event.

World Food India 2017 aims to familiarize the global industry with India's policy environment, provide an investment platform for global companies and establish India as a valued partner in the global food ecosystem. As

a focus country, Netherlands will receive opportunity to present its expertise in Food Processing sector through Country Seminars and space to exhibit the services provided by its companies.

*"This is indeed a good step forward" said Minister Harsimrat Kaur Badal. "World Food India welcomes The Netherlands as Focus Country and hopes that participation from The Netherlands will help businesses from both sides to leverage each other's strengths for mutual benefit. World Food India offers a platform to connect and collaborate with businesses from around the world." she added.*

*"The Netherlands and India have a strong bilateral relationship. Given the complementarities in agriculture & food processing the two countries have a lot to offer to each other and WFI 2017 will be an apt platform for exploring the opportunity for collaboration" said Mr Martijn van Dam, Minister for Agriculture.*

*H.E. Mr. Venu Rajamony, said "India is the fastest growing major economy in the world. It is an attractive destination for FDI. The strengths of the Netherlands in the Food Processing sector match India's needs. We hope Dutch companies will participate in a large way in World Food India 2017 and forge win-win partnerships with Indian Companies."*

In the last two years, around US \$6 billion worth of investments have gone into India from the Netherlands. There are around 200 Dutch companies doing business with India. However, this number does not depict the true potential that exists for Dutch investments into India. Dutch companies have a wealth of experience and technical know-how to offer which match India requirements.

Over the past two years, the Government of India has taken numerous policy decisions to spur vibrant growth in the food processing sector. With a progressive policy outlook, Indian Government offers full support for new collaborations and greater investment. This is an opportune time for Dutch companies to engage with India for mutual benefit.

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