

South Australia - India

Engagement Strategy

Premium food and wine opportunities in India



South Australia's world-class premium food and wine sector has unprecedented opportunities to become a major supplier in the sophisticated and rapidly growing Indian market.

The updated South Australia - India Engagement Strategy emphasises the importance of our food and wine sector as a spearhead of the State's business engagement with India and the vast and exciting opportunities that it presents. The rapid growth in size and sophistication of India's middle-class is creating huge new markets for South Australia and the time is right for the food and wine industry to seize those opportunities.

India's affordability index and rising education levels are resulting in more Indians travelling internationally and gaining exposure to international media, brands and cultural experiences. Their knowledge, expectation and demand for quality premium produce are rising accordingly.

South Australia is known for some of the best premium food and wine in the world, produced sustainably in a clean and safe environment. The opportunity is there now for us to engage with India to meet their demand for premium produce and in the process increase our industry capacity.

The Department of State Development has developed a significant body of research which is now available for your use. I strongly encourage you to view the information and contact the department to find out more about the opportunities which India presents for your business.

I also encourage you to take advantage by participating in the annual outbound trade mission to India.

Martin Hamilton-Smith

Minister for Investment and Trade

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A body of research, a library of practical information

The Department of State Development has developed market research and analysis to help South Australian businesses develop trade with India.

The analysis and recommendations are updated regularly, providing practical assistance backed by the individual experience and skills of the India Strategy team to help companies make the right decisions about engaging with India.

Specifically, it is designed to:

- **Promote trade and investment opportunities with India**
- **Provide market research identifying opportunities in key geographic areas**
- **Assist South Australian businesses to understand the opportunities and risks of market entry, for example regulations, and help in identifying appropriate partners in India**
- **Assist South Australian businesses to understand business model choices and aspects of developing an effective market entry strategy.**

Premium food and wine is a spearhead of the updated South Australia - India Engagement Strategy

South Australia's world-class food and wine is recognised as a key sector of the South Australia - India Engagement Strategy which will further the State's trade with India.

Agriculture, food, wine and forestry exports, backed by the Government of South Australia's commitment to a strong biosecurity regime and investment in new technologies and research, are perfectly aligned to meet the needs of the increasingly sophisticated Indian market.





The Gateway Hotel Ramgarh Lodge Jaipur



Rambagh Palace

Why India for South Australian premium food and wine?



THE INTERNATIONAL
MONETARY FUND
ESTIMATES
**INDIAN GDP
GROWTH OF
7.5%**
THIS FINANCIAL
YEAR

The economic relationship between South Australia and India will accelerate further with the pending conclusion of the Australia-India Comprehensive Economic Cooperation Agreement (CECA).

The International Monetary Fund estimates Indian GDP growth of 7.5 per cent this financial year and its population of 1.2 billion is likely to peak at 1.7 to 1.8 billion in 2020. These are enormous market opportunities for South Australia which is why the Government is placing so much emphasis on industry support.

Analysis of the Indian marketplace shows:

- **Increasing urbanisation, rising incomes in the middle and affluent consumer groups, improved infrastructure and the rapid growth of India's retail sector**
- **Emerging niche segments (such as online and gourmet food stores) and the opportunities they present for South Australia businesses in the key urban areas of Mumbai, Delhi, Kolkata and Chennai, which account for 40 per cent of the value of the sector**
- **Products in the food and agriculture sector with a predicted growth rate considerably above India's economic expansion, for example 10 to 20 per cent year on year growth to 2020**
- **For premium food and wine, the growth in India's premium hotels, restaurants and cafes, along with specialised retail liquor, demonstrating shifting consumer tastes**
- **Presence of international and Australian brands with comparable or higher price points than in Australia, demonstrating the market potential for South Australian producers.**

India can be a challenging and a very rewarding market. The opportunities outweigh the challenges and the assistance available from the India Strategy team can make a real difference to the success of South Australian companies.

Engaging with India

The Department of State Development's India Strategy team has the experience and know-how to guide engagement with India.

Specific assistance includes:

- **Analysis of market opportunities in India**
 - **Engagement strategies for South Australian businesses based on an extensive and up-to-date body of work in the food and wine sector**
 - **Creating and managing opportunities via inbound and outbound trade missions and delivering business matching programs which provide access to businesses and Government decision-makers in India.**
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**Government of
South Australia**