

Thai panel explores food biz links in UP

TIMES NEWS NETWORK

TOI

Lucknow: India and Thailand explored opportunities for expanding trade and investment in food processing during a business dialogue with a visiting Thai delegation and food-sector companies from Uttar Pradesh on Monday.

The delegation, led by Paiyada Hanchasiksakul, comprised representatives of the Thai Trade Centre, New Delhi and the National Food Institute (NFI), ministry of industry, Thailand. It interacted with businesses from UP engaged in food processing, agribusiness, retail, exports and allied sectors.

The discussions focused on the Indian food market, changing consumer preferences and the potential for Thai food products to gain a larger presence in India. Participants discussed growing demand for processed and imported food products, including Halal-certified products, as well as market opportunities across different food categories.

The Thai delegation also sought a better understanding of Indian consumer purchasing patterns and evolving market preferences. Business representati-



Thai delegation at CII office in Lucknow on Tuesday

ves shared insights into the opportunities and challenges in the country's food market.

The interaction was led by Sudeep Goenka, co-convenor of the CII UP agri & food processing panel and director of Goldiee Group.

The dialogue also looked at avenues for strengthening bilateral trade and investment in the food processing sector. The interaction provided an opportunity for Thai representatives to understand the Indian market more closely while enabling businesses in UP to explore potential avenues of engagement with Thailand.

The meeting comes as food processing and value-added food products emerge as areas of potential cooperation between businesses in the two countries, with discussions focusing on consumer demand, product categories and market access.