



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research & Geographical Indications
F.1 – External communication & promotion policy

Subject: **Selection of EU agri-food products for EU Pavilion at the food fair [Anuga Select India 2026](#) from 29 September 2026 to 01 October 2026 in Mumbai**

Dear Sir / Madam,

We are contacting you concerning the **EU Pavilion** that the European Commission is organising at the food fair [Anuga Select India 2026](#), from 29 September 2026 to 01 October 2026 in Mumbai, India.

The objective of the EU Pavilion is to raise awareness among Indian buyers of the key merits of European food and beverage products, including their safety, quality, authenticity and sustainability. It will endeavour to create positive awareness about the merits of EU agricultural products, to encourage imports, consumption and use of EU agricultural food and products in India.

EU agricultural food and beverage products will be promoted by means of **product display, product tasting, cooking shows, policy presentations** or other relevant measures.

The **EU Pavilion is an institutional stand**, disseminating Union messages, avoiding emphasis on brands or Member States. However, the EU Pavilion aims to include a very wide variety of representative products in selected categories of all Member States in its displays, tastings and cooking shows.

Please note that the EU Pavilion will not use or display products of non-EU brands.

We would request your support to involve companies and representative organisations in proposing a number of products to be featured at the EU Pavilion. The final selection of products shall be made based on a balance between the suggested products and their type, product availability and their compatibility with the rules set out by the exhibition organisers and relevant logistical constraints. The organisers will nevertheless endeavour to accommodate as many products proposed by the Member States as possible.

The following **product categories** have been identified as a **priority** for Anuga Select India 2026:

- Dairy
- Wine & Spirits, Beer (including non-alcoholic beers)
- Olive oil
- Apples and other fruits (pears, kiwi, ...), nuts and vegetables
- Processed agricultural products (confectionery, chocolate, non-alcoholic beverages)

Any product to be promoted must be eligible under the EU promotion policy, please consult section 'eligible products and schemes' [here](#).

It is important to respond timely to each step of the process, stated below:

1. By **30 June 2026**, companies are requested to complete and submit the Survey for Potential Collaboration during Anuga Select India 2026.
2. By **17 July 2026**, companies will receive feedback on their submission, along with detailed guidance on the required documentation and procedures for shipping their products to the designated address in India.
3. By **14 August 2026**, companies should provide all necessary documentation to allow the contractor to receive their shipment.
4. By **15 September 2026**, selected products must be delivered to the designated address in Mumbai.

Please note that the provider - not the contractor - is solely responsible for arranging and covering the cost of delivery (including shipping) to the designated storage facility in India. The contractor is in charge of handling the products once duly received at the designated storage in **India** and is not responsible for any issue occurred during transportation.

You can consult the relevant information on the import rules by the government of India [here](#).

Interested organisations/companies are invited to complete the online application survey available here by 30 June: <https://ec.europa.eu/eusurvey/runner/61c57c1d-b531-6224-01de-18e60e2d8589>

For more details on Anuga Select India 2026 please contact:
ANUGAIndia2026@agripromotion.eu.

To learn more about our promotion activities in India, please visit our [campaign website](#).

Kind regards,

DG AGRI Promotion Team