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Organised by



INDIA-USA Essential Oils Partnership Meet

18 19 November 2026

Midtown Manhattan
New York

**A Curated
Trade Delegation of India's Finest
Essential Oil Exporters Meeting
America's Leading Buyers**

02

Days
Conference +
1 to 1 Meets

70⁺

Indian
Essential Oil
Exporters

90⁺

US Importers
Distributors &
Brands

www.indiaessential.com

The USD 619 Million Opportunity: India Supplying America's Essential Oils Demand

The United States is the world's largest importer of essential oils, with imports valued at USD 618.9 million in 2024. India is the US's largest essential oil supplier by shipment volume – with 17,772 shipments to 2,218 buyers annually, a 22% year-on-year growth in the most recent period. Yet the commercial relationship between Indian essential oil exporters and their US buyer community is almost entirely transactional – conducted through intermediaries, online catalogues, and inbound enquiries.

There has never been a structured, curated, government-backed event that brings India's best essential oil exporters face to face with America's most active buyers – the importers, distributors, flavour and fragrance houses, personal care brands, aromatherapy platforms, and food and beverage manufacturers who together represent the \$ 619 million annual demand for Indian-origin essential oils. That is the gap this event fills.



India's Essential Oils Export Strengths – The Seller Story

India's position as a global essential oil powerhouse rests on unmatched raw material diversity, deep traditional knowledge, competitive production economics, and a rapidly professionalising export community:

- ✔ World's #1 producer of menthol and corn mint oil – India controls over 70% of global corn mint supply, the base ingredient for peppermint oil, toothpaste, confectionery, and pharmaceutical applications across the US
- ✔ Dominant in lemongrass, citronella, eucalyptus, sandalwood, vetiver, jasmine, and rose – categories in high and growing US demand across aromatherapy, personal care, and fragrance
- ✔ Among global leaders in steam distillation, CO₂ extraction, and solvent extraction – Indian producers increasingly certified to GMP, ISO, COSMOS, USDA Organic, and IFEAT standards required by discerning US buyers
- ✔ 788 active Indian essential oil exporters making 17,772+ annual US-bound shipments – a mature, scalable supply base ready for larger, more direct commercial relationships
- ✔ MAI-scheme-backed international trade promotion – CHEMEXCIL's Track record of successful India Pavilions at Chemspec Europe, Coating Vietnam, and KHIMIA Russia provides the institutional blueprint for this New York initiative



The US Buyer Landscape – What They Need & Why They Need India

Bulk Importers & Distributors  Companies like Jedwards International, New Directions Aromatics, and Bulk Apothecary import tonnes of cornmint, eucalyptus, lemongrass, and peppermint oils monthly for redistribution to SME brands & formulators. They need reliable, certified Indian suppliers for consistent annual volume contracts. The typical annual order value per importer relationship: USD 200,000–USD 2 million.	Flavour & Fragrance Houses  Mid-market F&F companies sourcing natural ingredients for US food and beverage, oral care, and household products. These buyers need traceable, FEMA-GRAS-compliant natural flavour ingredients – spearmint, lemon, orange, clove, cardamom, and ginger oils from India. Average annual procurement: USD 500,000–USD 5 million.	Personal Care & Cosmetics Brands  Independent and mid-size brands building 'clean beauty' and 'natural' product lines need COSMOS or ECOCERT certified rosehip, geranium, lavender, patchouli, and rose absolute from Indian suppliers who can provide full traceability and organic certification. Growing segment: USD 50,000–USD 500,000 per supplier relationship.
Aromatherapy Brands & Platforms  DoTerra, Young Living, Plant Therapy, and hundreds of independent aromatherapy brands source Indian tea tree, eucalyptus, lemongrass, frankincense, and sandalwood. These buyers require single-origin authenticity, GC/MS certification, and sustainability narrative – capabilities many CHEMEXCIL members have but fail to communicate effectively to US buyers without a direct meeting.	Nutraceutical & Pharmaceutical Companies  For companies sourcing black seed oil, turmeric CO₂, holy basil, and ashwagandha root oil as active ingredients in wellness supplements, India is the origin of choice. These buyers require COA documentation, heavy metal testing, pesticide residue data, and FDA-facility registration for their Indian suppliers – achievable for established Indian exporters.	Food & Beverage Manufacturers  Natural flavour manufacturers and food ingredient companies sourcing masala spice oils (cardamom, cumin, coriander), citrus oils, and vanilla absolute. India is uniquely positioned as the source market. F&B buyers require FEMA status, FDA-compliant safety data, and HACCP-certified facility records – documentation that structured pre-event preparation can ensure all CHEMEXCIL delegate exporters carry.

Pre-Event Arrival Day - 18 November 2026

Indian delegation arrives New York. Orientation, preparation, and a private pre-event dinner exclusively for sellers.

PLENARY

1:1 MEET

KEYNOTE

SOCIAL

BREAK

15:00 – 17:00

PREP Seller Orientation Session – The American Buyer: What They Need, How to Meet Them

Critical pre-meeting briefing for Indian exporters. Conducted by a US-based essential oils industry consultant. Topics: US buyer expectations on documentation (COA, GC/MS, MSDS, FDA facility registration, USDA Organic cert); how to present your company in 5 minutes; pricing in USD, Incoterms expectations, payment terms; cultural and commercial etiquette in US B2B meetings; how to follow up effectively after the event.

17:00 – 18:00

Product Display Setup – Meeting Rooms and Showcase Area Arranged

18:00 – 19:30

Welcome Dinner – Indian Delegation Private Dinner (by CHEMEXCIL / Infinity Expo)

Pre-event dinner for the Indian delegation only. CHEMEXCIL delegation head delivers a briefing on the event objectives and India-USA trade targets. Opportunity for Indian exporters to network with each other and discuss collaboration possibilities – including joint shipping and co-exhibition strategies.

DAY 1 – CONFERENCE & MARKET INTELLIGENCE

Theme: Understanding the US Market – Equipping Indian Exporters and US Buyers with the Intelligence to Do Business Together Effectively.

07:30

Registration – Indian Sellers and US Buyers Check-In

08:00

KEYNOTE

Welcome by CHEMEXCIL Chairman – India-USA Essential Oils Trade: The Vision and the Opportunity

Opening address by CHEMEXCIL Chairman Dr. Satish Wagh. Sets the context: India's USD 1.5 billion essential oils exports, the US as the #1 destination, the bilateral trade potential, & what this event represents – the first structured, government-backed direct bridge between India's exporters & America's buyers.

08:30

PLENARY

India Essential Oils – The Producer's Story: Origin, Diversity, Quality, and Sustainability

Presented for US buyers. India's essential oil production geography: menthol from Barabanki, sandalwood from Karnataka, lemongrass from Kerala and Odisha, citronella from Assam, jasmine and rose from Tamil Nadu, vetiver from Rajasthan. From farm to distillation to export: how India's supply chain operates. Quality certifications: COSMOS, USDA Organic, ISO 22716, IFEAT codes. India's competitive position vs. China, Indonesia, and Brazil for each key oil category.

09:15

PLENARY

The US Buyer's Perspective – What American Companies Really Need from Indian Essential Oil Suppliers

Presented by a US-based flavour & fragrance industry expert or senior buyer from an attending US company. What documentation is required and why: FDA facility registration for food-grade oils, GC/MS purity testing standards, heavy metal limits, pesticide residue thresholds. Minimum order quantities in the US B2B context. Payment terms, credit, and financial relationship management. What distinguishes a preferred Indian supplier from a transactional one – consistency, communication, and compliance.

10:00

Networking & Refreshments – Showcase Area Opens for Informal Browsing

10:30

PLENARY

MARKET BRIEFING: US Market Segments Deep Dive – Aromatherapy, Personal Care, F&F, Food & Beverage, Pharma/Nutraceutical

Five-segment market intelligence session. For each segment: market size, growth rate, key US buyer companies, what Indian oils are most in demand, price benchmarks, certification requirements, and typical order profiles. Indian exporters leave knowing exactly which US buyers in the room are relevant to their specific product category and volume.

11:30

PLENARY

REGULATORY MASTERCLASS: Exporting to the USA-FDA, USDA Organic, FEMA GRAS, Customs & Import Compliance

Presented by a US-based trade attorney or customs compliance specialist. FDA facility registration requirements for food and pharma-grade essential oils. USDA National Organic Program (NOP) certification: what US buyers require vs. COSMOS/ECOCERT. FEMA GRAS list and its significance for F&F buyers. US Customs requirements: HS codes, country of origin labelling, USDA import permits for plant-based materials. A practical compliance checklist distributed to every Indian exporter.

12:30

Networking Lunch – US Buyers and Indian Sellers Hosted Together at Assigned Tables

14:00

PLENARY

SHOWCASE OPEN – Buyers Browse Indian Exporter Tabletop Displays with Seller Accompaniment

One-hour open showcase. US buyers visit the tabletop display area where all 25 Indian exporter companies have product samples, specification sheets, and price lists. No formal presentations – relaxed browsing format. Buyers place 'interest tokens' on the tables of sellers they want to meet in formal 1:1 sessions. Facilitation team logs interest tokens and uses them to optimise the Day 2 meeting schedule for any unconfirmed slots.

15:00

1:1 MEET

1:1 MEET PREVIEW – Confirm and Adjust Day 2 Meeting Schedules

Each seller receives their Day 2 pre-scheduled meeting timetable. Opportunity to review, swap, or add meetings based on Day 1 showcase interest tokens. Facilitation team manages schedule adjustments. Any unmet buyer-seller interest from the showcase is added as supplementary meetings to Day 2 afternoon.

15:30

Networking Break – One-on-One Informal Conversations Continue

16:00

PLENARY

PANEL: Successful India-USA Essential Oils Partnerships – What Works, What Doesn't

Panel of 3 participants: a US importer currently sourcing from India (sharing what makes their Indian supplier relationships work), an Indian exporter who has successfully built a US market relationship (sharing their journey from first contact to long-term supply contract), and an industry association representative (NAHA – National Association for Holistic Aromatherapy or IFEAT member). Candid, practical conversation on the barriers and bridges in India-USA essential oil trade.

17:00

Day 1 Conference Close – Refreshments and Free Networking Time

19:30

SOCIAL

India-USA Essential Oils Welcome Dinner (All Delegates – Sellers, Buyers, CHEMEXCIL, Infinity Expo)

Hosted dinner at the venue restaurant or a nearby iconic New York dining venue. Hosted by CHEMEXCIL Chairman. Relaxed, social atmosphere designed to build personal relationships before the formal meeting day. Indian music and a brief cultural showcase. Day 2 meeting schedules distributed at dinner.

Day 2 – 1 to 1 Buyer–Seller Meetings – 19 November 2026

The commercial centrepiece. Every Indian exporter has 6 pre-scheduled 30-minute meetings with pre-matched US buyers – plus 2 ad-hoc slots for follow-up. Every US buyer has 6 pre-scheduled meetings with sellers matched to their product category and volume requirements.

08:00 Registration & Pre-Meeting Coffee – Meeting Schedules Confirmed

08:30 **PLENARY**

Day 2 Briefing: Meeting Format, Outcome Cards, and Day Structure (15 Minutes)

Quick orientation: 30-minute meeting format (5-min intros, 10-min product/company brief, 10-min Q&A and requirements discussion, 5-min next steps and sample request). Outcome cards: both parties rate each meeting (Hot Lead / Warm / Not a Fit) immediately after. Facilitation team circulates to arrange ad-hoc meetings.

09:00 **1:1 MEETING ROUND – 1** → **09:35** **1:1 MEETING ROUND – 2**
All Private Meeting Suites (Pre-Scheduled, 30 Minutes Each) All Suites Continue

10:10 Refreshment Break

10:30 **1:1 MEETING ROUND – 3** → **11:05** **1:1 MEETING ROUND – 4** → **11:40** **1:1 MEETING ROUND – 5**
All Private Suites All Private Suites All Private Suites

12:15 Working Lunch – (Sellers Rotate to New Tables)

13:30 **1:1 MEETING ROUND – 6** → **14:05** **1:1 MEETING ROUND – 7**
All Private Suites (AD-HOC) – Overflow and Follow-Up Meetings

14:45 Refreshment Break – Final Ad-Hoc Networking Window

15:15 **1:1 MEET SAMPLE REQUEST & FOLLOW-UP SESSION** – Structured Next Steps for Hot Leads

16:15 **PLENARY** **CLOSING PLENARY** – What Happened Today: Commitments Board and Trade Potential Summary

17:00 Formal Close – Farewell Networking and Certificate of Participation

Why Indian Essential Oil Exporters Should Attend

Direct access to America's highest-value essential oil buyers no middlemen



The US is India's largest essential oil export market by volume, but most Indian exporters reach it through brokers, trading houses, and inbound enquiries. This event creates the direct relationship that multiplies margin, enables contract pricing, and builds the exporter's brand in the US market – outcomes that broker relationships structurally prevent.

Pre-qualified, category-matched meetings – not a trade show floor with random footfall



Every US buyer in the room has been pre-screened, pre-qualified, and pre-matched to sellers by product category, volume, and certification requirement. Indian exporters spend their meeting time with buyers who are genuinely interested in their specific products – not explaining what lemongrass oil is to a confectionery buyer who needs only vanilla.

US market intelligence and regulatory briefings included USD 10,000+ value



The Day 1 conference sessions – FDA compliance, USDA Organic requirements, FEMA GRAS, price benchmarks, US buyer expectations – are typically available only through expensive US market entry consultants. The event packages this intelligence for every attending exporter as part of the programme.

MAI Scheme reimbursement makes participation significantly subsidised



Eligible CHEMEXCIL members can recover up to 75% of event and travel costs through MAI reimbursement. For MSME exporters, net participation costs can be as low as INR 80,000–1,20,000, with potential access to USD 200,000+ in new business opportunities.

Certificate of participation and feature in India Sourcing Catalogue distributed to 50+ US buyers



Every participating Indian exporter is featured in the India Essential Oils Sourcing Catalogue – professionally designed, printed, and distributed to all attending US buyers and to the broader CHEMEXCIL US network post-event. This catalogue remains in buyers' offices and inboxes long after the event, generating ongoing enquiries.

Build a US market presence and brand story that survives beyond the event



Meeting buyers in person – sharing product samples, explaining the origin story of Kannauj or Karnataka or the Nilgiris, demonstrating GC/MS purity – builds the trust that converts transactional buyers into long-term strategic partners. The relationships formed at this event form the foundation of a US market presence that compounds over years.

For Seller Enquiries (India)

Sanjukta Taral (Shobha)
Basic Chemicals, Cosmetics & Dyes Export Promotion Council
(Set-up by Ministry of Commerce & Industry, Govt of India)
Address:- Jhansi Castle, 4th Floor, 7 Cooperage Road
Mumbai – 400 001, India
Mob:- +91 7977955409 | **E-mail:-** shobha@chemexcil.in
Web:- www.indiaessential.com

For Buyer & Delegate Enquiries (USA)

Sukhjinder Singh
Infinity Global Conferences
Address:- LLC 8 The Green #STE A Dover, DE 19901, Delaware, USA
Mob:- +91 98110 38270 | **E-mail:-** sukhjinder@infinityglobal.ae
Address:- Unit 001, IFZA Dubai Building A1, Dubai Silicon Oasis
DDP, United Arab Emirates
Mob:- + 971 56 3255668 | **Web:-** www.indiaessential.com