



Invitation to Exhibit in the USA Pavilion at Asia Food Expo 2009

**Manila, Philippines
September 23-26, 2009**

The Show

Asia Food Expo, held annually in Manila, is the Philippines' largest industry exhibition featuring food and beverage products and the latest food processing equipment. *Asia Food Expo 2008* welcomed 560 exhibiting companies and 38,078 registered local and international trade buyers and visitors.

The Market

The Philippines is the largest market in Southeast Asia for U.S. consumer-oriented food products with significant potential for continued growth. The United States exported over \$471 million of consumer-ready food and beverages to the Philippines in fiscal year 2008.

The Philippines has a relatively open trading system and some of the lowest applied tariffs in the Association of Southeast Asian Nations (ASEAN) region. The bilateral relationship between the United States and the Philippines is truly unique in the intimacy of its history and the depth of its human ties, bolstered by a large Filipino-American community that maintains close ties to the Philippines. This translates into a natural preference for U.S. food products, which are regarded for their high quality and product consistency. However, most Filipinos are price sensitive and want value for money, meaning U.S. products must remain relatively price competitive.

Best Prospects

Products with the best market prospects in the Philippines include bakery, snack food and beverage ingredients and additives, natural and healthy food products, dairy consumer products and ingredients, pet food, juices, wines, beef, tree nuts and dried fruits.

Contacts

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USA Pavilion Prices:

Trade Show:

Standard Shell Scheme Booth (3 x 3m).....\$ 1,500
(Includes panel walls, company signage, 220 outlet, carpeting, table/chair, fluorescent lighting)

Standard Shell Scheme Half Booth (1.5 x 1.5m).....\$ 750
(Co-share with another company in a Standard Shell Scheme Booth)

Product Representatives: The USDA Foreign Agricultural Service, Manila can hire and train local executives to augment your team OR represent your products during the show. The Product Representative will be tasked with promoting and monitoring interest/feedback on your products. The information gathered can serve as a helpful tool for your company to access the market!

Cost: \$100.00 (per representative) includes 3-day training by FAS Manila, booth set-up, show proper, and consolidation of information. **Must purchase a booth or half booth!**

Complimentary Seminar Facilities during Show: World Trade Center Metro Manila has two seminar rooms available (free of charge) for USA Pavilion Exhibitors to conduct product or technical seminars during the show. In addition to being included in show advertisements, FAS Manila can assist in informing targeted food trade companies of the seminar. Limited slots are available on a first-come-first-served basis.

Limited Complimentary Shipping for Shelf Stable Products/Printed Materials: FAS Manila offers limited complimentary shipping for shelf stable products/printed materials thru its APO address. Shipping instructions will be provided to participants.

One-Year Complimentary Display of Shelf Stable Products/Printed Materials at FAS Manila's New Product Showcase Center: All new U.S. products exhibited during Asia Food Expo 2009 will also be displayed at FAS Manila's New Product Showcase Center for one (1) year to be viewed and evaluated by various buyers that visit the office.

Hotel Accommodations: The organizers have negotiated a discounted rate at several hotels inclusive of breakfast and daily transfers to and from the World Trade Center Metro Manila. FAS Manila will provide hotel forms upon request, which will be forwarded c/o the organizers.

Please Note: When FAS Manila receives your completed Trade Show Reservation Form, Ramona Singian (FAS Manila) will be in touch with you in reference to the items listed above.

We hope you will consider joining us at this USDA-endorsed event!!

www.afex.com.ph

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TRADE SHOW RESERVATION FORM

1. Booth 2. Half Booth 3. Product Representative

No. of booths _____ No. of half booths _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Email: _____ Web Site: _____

Product(s): _____

Main Contact Person: _____

All booth and half booth payments will be made directly to Trade Information Marketing and Exhibitions, Inc. (TIME), the organizer of Asia Food Expo 2009. FAS Manila will forward your completed reservation form to TIME who will then furnish you with a billing statement to process your payment.

Payment for "Product Representative" will be made thru the USDA/FAS Trade Services Staff. A separate form will be provided from FAS Manila, if you selected Option 3 above.

Fax completed form to FAS MANILA at 011-63-2-812-5430 after reviewing attached Terms & Conditions

Please retain a copy for your records.

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Terms & Conditions

Upon acceptance of your completed Trade Show Reservation Form and full payment, the following Terms & Conditions will be in effect and are subject to such additions that FAS Manila and Trade Information Marketing and Exhibitions, Inc. (TIME, Inc.) may make. Exhibitors will be promptly advised of any changes or additions.

FAS Manila/TIME, Inc. agrees to:

1. Provide the participant with the selected package described in this brochure.
2. We reserve the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Exhibitors who cancel their participation in the show will not be reimbursed but will have the option to participate in the next show equivalent to the total package or total amount paid to the organizer. However, if the show is cancelled, a full refund will be issued. All cancellations must be made in writing and sent by registered mail to FAS Manila!
4. Refrain from providing commercial third parties with exhibitor contact information prior to ASIA FOOD EXPO 2009, unless authorized to do so on the Reservation Form.

The Exhibitor agrees to:

1. **Promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.**
2. Accept the location of the assigned booth within the USA PAVILION OF THE ASIA FOOD EXPO 2009, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. A standard set-up is provided for booth/table packages, alteration is allowed with prior advise to FAS Manila.
4. Pay the cost of any booth personnel, equipment, furniture or services ordered from show management and/or booth contractor. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA-endorsed trade shows.
5. USDA will authorize only one company name to be listed per booth/half booth. For reference purposes, all companies represented in the booth must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with prior approval.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. As the show is open to the general public on the last day, September 26, 2009, selling is allowed.

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10. Refrain from dismantling the booth before the show closes on September 26, 2009.
11. Arrange for all equipment and booth materials to be removed from the show site on September 26, 2009, within two (2) hours after completion of the show. FAS Manila/TIME, Inc. will not secure exhibitor equipment or booth materials beyond two (2) hours of show completion.
12. Release the U.S. Government, its agents, officers and TIME, Inc., its agents, personnel or sub-contractors of liability for any losses due to participation in the ASIA FOOD EXPO 2009. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Organizer and/or FAS Manila near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. FAS Manila/TIME, Inc. is not responsible for any non-refundable expenses that participants incur as a result of cancellation, or non-participation in ASIA FOOD EXPO 2009. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms & Conditions.

PLEASE RETAIN A COPY FOR YOUR RECORDS.