USDA/FAS
TRADE SHOW TIDBITS

October 2009

Celebrate Columbus Day!
(October 13)

Just like Columbus, you too can travel the world by going to a trade show. To find an exciting place to do business, visit "What's Hot" at http://www.fas.usda.gov/agexport/TS_WhatsHot.html or view all upcoming USDA-endorsed trade show events at www.fas.usda.gov/agexport/TS_WhatsHot.html and our 2009/2010 calendar at www.fas.usda.gov/agx/trade_events/trade_events.asp

U.S. WITH INTERNATIONAL FLAIR!

Americas Food & Beverage Show (Nov. 9-10, 2009) Miami, Florida. The Americas Food & Beverage Show is a unique hemispheric event that gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. Last year, there were 188 U.S. and 106 foreign companies exhibiting; total actual and reported sales were $108 million for all exhibitors. Products most sought were grocery products, beverages, exotic foods, meat, poultry and seafood. Contact Pamela.Sherard@usda.gov or call 202-720-7409. Also visit www.americasfoodandbeverage.com/.

AG CONNECT Expo (Jan. 13-15, 2010) Orlando, Florida. (New Show!) AG CONNECT Expo is a new first of its kind show that has the endorsement of the non-agricultural and agricultural industry. The show is geared toward agricultural sector producers, dealers, distributors, and manufacturers. The Expo has a strong emphasis on agricultural equipment, inputs and services, but it is also highlighting agricultural and food trade opportunities. There will be an industry-targeted educational program with internationally recognized speakers. As a bonus, there is a special preview day on January 12, 2010, where matchmaking opportunities are available. More information is available on the website at www.agconnect.com. Contact Pamela.Sherard@fas.usda.gov or call 202-720-7409.

CANADA, EH?

CRFA Show (March 7-9, 2010) Toronto, Canada. The Canadian Restaurant and Foodservices Association (CRFA) Show is

Canada's largest foodservice and hospitality trade show. Toronto, the largest city in Canada, is the food center of the country. All major foodservice companies are centered in Toronto. This event is *the* major show for the foodservice sector and chefs. This event is well attended by these two key decision-making groups in the food import business. The 2009 CRFA Show welcomed approximately 12,000 trade visitors. Best market prospects include healthy and convenience food options, organic foods, soy and whole grain products, sauces and salad dressings, ethnic and kosher foods, fish and seafood, snacks, exotic fruits and vegetables and many other value-added food items or related products. For more information, contact Sharon.Cook@usda.gov or call 202-720-3425.

ASIAN ACCENTS

Hong Kong International Wine Fair (NEW!) (Nov. 4-6, 2009). The 2008 Hong Kong International Wine Fair attracted 240 exhibitors from 25 countries and regions, and 8,758 trade visitors from 55 countries and regions, it was attended by over 10,000 public visitors on the final day. Products with the best market prospects include wine, beer, champagne, rice wine, soju, vodka, yellow wine, spirits, brandy, cocktails, sake, tequila, whisky and other alcoholic beverages. Contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

Food & Hotel China (Nov. 18-20, 2009) Shanghai. This is one of the largest food service shows in Asia attracting exhibitors from around the world and 19,000 buyers from the region in2008. China is viewed as one of the largest food markets in the world. This event provides an opportunity to meet China's leading food distributors. Best market prospects include non-alcoholic beverages, canned and processed foods, confectionery, dairy products, food ingredients, fresh produce, gourmet food, health food, meat and poultry, seafood, wines, spirits, and beer. Visit www.fhcchina.com. Contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

International Food & Drink Expo (Dec. 2-4, 2009) New Delhi, India (NEW).
This event is a first time show in India. India is a significant emerging market for U.S. food products. The Expo provides an excellent opportunity to introduce new products to the emerging Indian market. Exports of U.S. consumer-ready food products to India continue to grow, reaching a record $265 million in 2008. Best products include almonds, pistachios, fresh fruits (apples, grapes, pears), organic foods, confectionery, wine, beer & spirits, soft drinks, pasta, health foods, fruit juices, energy drinks, sauces/spreads and condiments. Information available at www.indiafooddrinkexpo.com or contact: Tobitha.Jones@fas.usda.gov or call 202-690-1182. Deadline: August 31, 2009

FOODEX Japan (March 2-5, 2010) Tokyo, Japan. FOODEX 2010 is Asia's largest food trade show. This event provides a venue and exciting atmosphere to showcase your products to thousands of new and existing buyers from all food and beverage industry sectors of Japan and other Asian food markets. FOODEX 2009 attracted over 2,400 exhibitors and more than 78,000 trade-only visitors. Please contact http://www2.jma.or.jp/foodexl or contact Anne.Almond@fasusda.gov or call 202-690-2853.

AAHAR (March 10-14, 2010) New Delhi, India. This event is the premier food and beverage show in India. AAHAR 2009 attracted more than 350 Indian and foreign exhibitors and about 11,000 visitors. In addition to establishing over 76 serious contacts, U.S. exhibitors reported $5.49 million in projected 12-month sales. Best market prospects include almonds, pistachios, fresh fruits (apples, grapes, and pears), prunes, chocolate, cookies, fruit juices, sauces, spreads, salad dressings, condiments, cheese, wines, and more. Contact http://www.aaharindia2010.com or contact Tobitha.Jones@fas.usda.gov or call

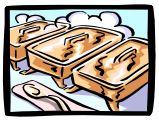
202-690-1182.

LATIN SWING

Antad (March 10-13, 2010) Guadalajara, Mexico. Antad is the largest food show in Mexico for the retail sector. Antad 2009 welcomed over 15,000 trade visitors. A total of 42 U.S. companies participated, reporting $18.5 million in 12-month projected sales. The U.S. Pavilion gained 505 serious contacts. Best market prospects include fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. For more information, see the website at http://www.expoantad.net or contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

Siphora (April 21-24, 2010) Puerto Vallarta, Mexico (NEW). SIPHORA is the leading show for foodservice and the tourist industry. Held annually, SIPHORA attract key buyers from hotel and restaurant sectors with approximately 5,000 trade visitors. For more information, contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

EUROPEAN SMORGASBORD



Fruit Logistica (Feb. 3-5, 2010) Berlin, Germany. Fruit Logistica is the world's largest international exhibition for fresh produce, dried fruits, and tree nuts. Major retailers, importers, and wholesalers attend this 3-day event. The 2009 event was more international than ever attracting 2,283 exhibitors from 79 countries and 50,224 visitors from 120 countries including Central/South America, Russia, Central and Eastern Europe, Africa, and Turkey. **This event sells out quickly, so don't delay!** Additional information is available at the website ww.fruitlogistica.com.

BioFach (Feb. 17-20, 2010) Nuremberg, Germany. BioFach has become the world's leading international organic trade fair. The 2009 event welcomed 2,744 exhibitors and over 46,771 trade visitors from 129 countries. This 4-day event is the place to meet with and show your products to organic buyers from all over the world. The USA Pavilion offers a variety of turnkey booth packages. Additional information available at www.biofach.de .

Alimentaria (March 22-26, 2010) Barcelona, Spain. Alimentaria Barcelona, held biennially, is the largest and most important food and drink exhibition in Spain. In 2008, the event attracted approximately 5,000 exhibitors and more than 158,000 buyers – with nearly a third from outside of Spain. Barcelona may be the ideal place to launch *your* new products, meet potential European-North African importers, or strengthen current business ties in the entire region. Best market prospects include dried fruits & nuts; in-shell sunflower seeds; dried peas, beans and lentils; rice; food ingredients; bakery ingredients; processed fruits & vegetables; snack foods and confectionary; sauces & marinades; wine; seafood; organic products. Additional information is available at www.alimentaria-bcn.com.

For more information on exhibiting in the USA Pavilion at any of the shows listed above, contact Sharon.Cook@usda.gov or call 202-720-3425.

MIDDLE EAST INTRIGUE

Gulfood (Feb. 21-24, 2010) Dubai, United Arab Emirates. Gulfood is the largest food and food equipment show in the Middle East. Gulfood 2009 attracted 45,000 trade-only visitors from 76 countries. A total of 101 exhibitors in the USA Pavilion generated over $22 million in on-site sales and $133 million in 12-month projected sales. Best market prospects include fresh fruit (apples, pears), beef and poultry meat, cheeses, dried fruits and nuts (particularly almonds). Also in demand are breakfast cereals, confectionary products, edible oils, sweeteners, pulses, planting seeds, frozen vegetables, condiments, sauces, chocolates, cookies, snack foods, fruit and vegetable juices, and pet food in addition to food ingredients for food processing. For more information, contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

S-U-C-C-E-S-S!

Hong Kong Trade Show Results in $3 Million in Sales! Fifteen exhibitors and cooperators joined the U.S. Pavilion at Asia Fruit Logistica show in Hong Kong from September 2-4, 2009. Many of the 4,000 food trade visitors enjoyed citrus, grapes, apples, pears and strawberries. U.S. exhibitors reported $3 million in 12-month sales, $250,000 on-site sales, 283 business contacts and introduced 21 new-to-market products. For more information contact Tobitha Jones, Trade Services Staff (202) 690-1182.

Argentine Trade Show Results in $1 Million in Sales! Eleven exhibitors joined the U.S. Pavilion at SIAL Mercosur show in Argentina from August 26-28, 2009. Many of the 25,000 food trade visitors enjoyed American flavored pistachios, flavoring ingredients, natural foods, snacks, baby foods, and non-dairy creamers. U.S. exhibitors reported $1 million in 12-month sales, 58 business contacts and introduced 61 new-to-market products. About a third of the U.S. companies were small, four were new-to-market, and two companies were minority owned. For more information contact Tobitha Jones, Trade Services Staff (202) 690-1182.)

Fine Food Australia Produces Excellent Results for U.S. Exhibitors. Fine Food Australia was held September 7-10, 2009, in Sydney, Australia. This event is Australia's largest trade-only show for the food, wine, and food industry equipment sectors. Fine Food welcomed close to 1,000 exhibitors from 31 countries and attracted around 25,000 trade-only visitors. The U.S. Pavilion consisted of 14 booths, representing 21 companies and three organizations. Pavilion exhibitors reported a total of 258 serious contacts, $25,000 in on-site sales, and projected 12-month sales of over $2.295 million. All but five companies represented at the show were new to this market. Visitors to the U.S. Pavilion could find information on and sample a wide variety of products. The next event is scheduled for September 13-16, 2010, in Melbourne, Australia. For more information, contact Sharon.Cook@fas.usda.gov.

Food Ingredients (Fi) Asia Yields Impressive Results for U.S. Companies. Fi Asia was held September 9-11, 2009, in Bangkok, Thailand. This event is the top meeting place for food ingredient suppliers in Southeast Asia, attracting approximately 7,000 visitors and 130 exhibitors from 20 countries. Eight companies and three organizations participated in the U.S. Pavilion. Pavilion exhibitors reported making 80 serious contacts, $1.3 million in on-site sales, and 12-month projected sales of nearly $5 million. A wide range of U.S. products was showcased in the Pavilion including soy milk powder, flavorings, whey and milk powder products, juice concentrates, dried fruits, cheeses, sunflower seeds, and new-to-market colostrums and noni-based ingredients. Next year's event will be held for the first time in Jakarta, Indonesia, September 30-October 1, 2010. For more information, contact Sharon.Cook@fas.usda.gov.

World Food Moscow 2009 Generates Over $12 Million in Sales for U.S. Companies. World Food Moscow 2009, one of the largest food forums in Russia, took place in Moscow, Russia, September 15-18, 2009. This show attracts approximately 50,000 trade visitors and it remains the main event for food exporters intending to start or develop sales to Russia. Thirty companies participated in the U.S.

Pavilion, including five new to market and one new to export. Pavilion exhibitors reported 371 serious contacts, $334,000 in on-site sales, and $12.7 million in 12-month projected sales. U.S. companies offered more than 70 American food products. Almonds, raisins, pistachios, pecans, prunes, dried fruits, paddlefish, scallops, black cod, salmon roe, apples, pears, and grapes gained the most popularity with Russian buyers at the show. ATO Moscow organized several value-added services for Pavilion exhibitors, including a retail tour and a market briefing. The next event is scheduled for September 14-17, 2010. For more information, contact Sharon.Cook@fas.usda.gov.