



# 2010 - 2011

Calendar of USDA Endorsed Trade Shows

# USA

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United States  
Department of  
Agriculture

Foreign  
Agricultural  
Service

Trade Services  
Staff

# 2010

**Event**

**Date \***

**Location**

## WESTERN HEMISPHERE

CRFA Show	March 7-9	Toronto, Ontario
ANTAD	March 10-12	Guadalajara, Mexico
SIAL Canada	April 21-23	Montreal, Canada
FMI	May 11-13	Las Vegas, Nevada
American Food Fair (National Restaurant Association)	May 22-25	Chicago, Illinois
Alimentaria Mexico	June 1-3	Mexico City, Mexico
EXPHOTEL	June 9-11	Cancun, Mexico
Abastur	August 3-5	Mexico City, Mexico
Food Ingredients (Fi South America)	September 21-23	Sao Paulo, Brazil
IFE Americas Food & Beverages	October 26-27	Miami, Florida

## ASIA

FOODEX Japan	March 2-5	Tokyo, Japan
AAHAR	March 10-14	New Delhi, India
Food & Hotel Asia	April 20-23	Singapore, Singapore
SIAL China	May 19-21	Shanghai, China
Seoul Food & Hotel Korea	May 12-15	Seoul, Korea
International Food Ingredients & Additives Exhibition (IFIA)	May 19-21	Tokyo, Japan
Food Taipei	June 23-26	Taipei, Taiwan
World Food Expo (WOFEX)	August 4-7	Manila, Philippines
Asia Fruit Logistica	September 8-10	Hong Kong
Food Ingredients Asia (Fi Asia)	September 29-Oct 1	Jakarta, Indonesia
Hong Kong International Wine Fair (Tentative)	November 4-6	Hong Kong
Food & Hotel China, Shanghai	November 11-13	Shanghai, China
International Food & Drink Expo (Tentative)	December 1-3	New Delhi, India

## AUSTRALIA

Fine Food Australia	September 13-16	Melbourne, Australia
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## EUROPE/RUSSIA

Fruit Logistica	February 3-5	Berlin, Germany
BioFach (organics)	February 17-20	Nuremberg, Germany
Alimentaria Barcelona	March 22-26	Barcelona, Spain
European Seafood Exposition	April 27-29	Brussels, Belgium
World Food Moscow	September 14-17	Moscow, Russia
SIAL Paris	October 17-21	Paris, France
Health Ingredients Europe (Hi Europe)	November 16-18	Madrid, Spain

## AFRICA/MIDDLE EAST

Gulfod	February 21-24	Dubai, United Arab Emirates
Morocco (American Cafe) (Tentative)	June 3-4	Casablanca, Morocco

*"Products exhibited in the USA Pavilion must 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 of U.S. origin content by volume or value, exclusive of added water".*

\* Dates subject to change



**USA**  
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**Event****Date \*****Location****2011****WESTERN HEMISPHERE**

CRFA Show (Tentative)	March 6-8	Toronto, Ontario
ANTAD	March 12-14	Guadalajara, Mexico
SIAL Canada	May 11-13	Toronto, Canada
American Food Fair (National Restaurant Association)	May 15-18	Chicago, Illinois
Alimentaria Mexico	June	Mexico City, Mexico
EXPHOTEL	June 15-17	Cancun, Mexico
SIAL Mercosur	August 24-26	Buenos Aires, Argentina
Abastur	September	Mexico City, Mexico
IFE Americas Food & Beverage	November	Miami, Florida

**ASIA**

Supermarket Trade Show (NEW) (Tentative)	February	Tokyo, Japan
FOODEX JAPAN	March 1-4	Tokyo, Japan
AAHAR	March	New Delhi, India
Food Ingredients China (NEW)	March	Shanghai, China
VIV Asia (NEW)	March 9-11	Bangkok, Thailand
Food and Hotel Indonesia (RETURNING)	April 6-9	Jakarta, Indonesia
Seoul Food & Hotel Korea	April 27-30	Seoul, Korea
SIAL China	May 11-13	Shanghai, China
HOFEX	May 11-14	Hong Kong
International Food Ingredients & Additives Exhibition (IFIA)	May 15-17	Tokyo, Japan
Food & Hotel China, Beijing	June 1-3	Beijing, China
Food Taipei	June	Taipei, Taiwan
World Food Expo (WOFEX)	August 3-6	Manila, Philippines
Asia Fruit Logistica	September 7-9	Hong Kong
Food Ingredients Asia (Fi Asia)	September	Bangkok, Thailand
Food & Hotel Vietnam	September 28-30	Ho Chi Minh City, Vietnam
Hong Kong International Wine Fair (Tentative)	November	Hong Kong
Food & Hotel China, Shanghai	November 9-11	Shanghai, China

**AUSTRALIA**

Fine Food Australia	September 5-8	Sydney, Australia
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**EUROPE/RUSSIA**

Sirha	January 22-26	Lyon, France
Fruit Logistica	February 9-11	Berlin, Germany
BioFach (organics) (tentative)	February	Nuremberg, Germany
International Food & Drink Exhibition (IFE) London	March 13-16	London, United Kingdom
European Seafood Exposition	April	Brussels, Belgium
World Food Moscow	September	Moscow, Russia
ANUGA	October 8-12	Cologne, Germany
Food Ingredients Europe (Fi Europe)	November 29-Dec. 1	Paris, France

**AFRICA/MIDDLE EAST**

Gulfood	February	Dubai, United Arab Emirates
Food Ingredients Africa (Fi Africa) (NEW)	May 17-18	Johannesburg, South Africa
Morocco (American Cafe) (Tentative)	June	Casablanca, Morocco



\* Dates subject to change

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# FAS Your Global Connection

## Making international trade work for you...

### You Need a Presence

FAS staff know how critical meeting the customer can be to making the sale. That's why we've got you covered with shows in almost every part of the world. China, Mexico and France are just a few of the locations. The USA banner draws crowds because it is a world-recognized sign of high quality and safe foods that are fresh, flavorful and fun. The broad range of products stimulates buyers' interest and expands their knowledge of what is available.

### You Expect a Good Deal

When USDA links its name with a show, it's your assurance of high standards at a fair price. You can expect a full-service booth with electric hook-up and a business lounge. You'll get marketing services, including reports on the country and its buyers, and even limited public relations help. Your company will also be listed in the pavilion show catalog.

### You Want Experience

No other organization can offer USDA's decades of expertise in promoting U.S. food and agricultural products overseas. Our trade show experts can help you make the most of your overseas experience. FAS attachés and staff, stationed at U.S. embassies worldwide, will give you invaluable insight and contacts as you seek new markets.

### Get Started: Here and Now

If you know which country is right for you, give our trade show experts a call. They are ready to help you make your connection to the world.



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