Making international trade work for you...

You Need a Presence

FAS staff knows 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 or internet café. 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.

Trade Services Staff, Left to Right: Maria Nemeth-Ek, Keri Kibler, Sharon Cook, Tobitha Jones, Sharon Claggett, Tiffany Jones, Anne Almond, Dale Miller

Maria Nemeth-Ek, Deputy Director
(202) 720-3623
Maria.Nemeth-Ek@usda.gov

Anne Almond, Domestic Shows
(202) 690-2853
Anne.Almond@usda.gov

Tobitha Jones
Middle East, Africa, Mexico, North Asia, Japan and Latin America
(202) 690-1182
Tobitha.Jones@usda.gov

Sharon Cook
Europe, Russia, Southeast Asia, Canada and Australia
(202) 720-3425
Sharon.Cook@usda.gov

FAS Your Global Connection

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2013-2014

Calendar of USDA-Endorsed Trade Shows

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United States Department of Agriculture

Foreign Agricultural Service

Trade Services Staff

USA

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USDA 1862-2012 150 YEARS

EVENT	DATE (Subject to Change)	LOCATION
WESTERN HEMISPHERE		
ANTAD	March 13-15	Guadalajara, Mexico
SIAL Canada	April 30-May 2	Toronto, Canada
American Food Fair (National Restaurant Association/NRA)	May 18-21	Chicago, Illinois
SIAL Brazil	June 25-28	Sao Paulo, Brazil
Abastur	August 26-29	Mexico City, Mexico
Americas Food and Beverage	October 28-29	Miami, Florida
ASIA		
Supermarket Trade Show	February 13-15	Tokyo, Japan
FOODEX JAPAN	March 5-8	Tokyo, Japan
VIV Asia	March 13-15	Bangkok, Thailand
AAHAR	March 14-18	New Delhi, India
Food Ingredients China (FIC)	March 26-28	Shanghai, China
Food & Hotel Indonesia	April 10-13	Jakarta, Indonesia
Food & Hotel Vietnam	April 24-26	Ho Chi Minh City, Vietnam
SIAL China	May 7-9	Shanghai, China
HOFEX	May 7-10	Hong Kong
Seoul Food & Hotel Korea	May 14-17	Seoul, Korea
Food Taipei	June 26-29	Taipei, Taiwan
Asia Fruit Logistica	September 4-6	Hong Kong
Food Ingredients (Fi) Asia	September 11-13	Bangkok, Thailand
Annapoorna-World of Food India	September 23-25	Mumbai, India
Food & Hotel China, Shanghai	November 13-15	Shanghai, China
AUSTRALIA		
Fine Food Australia	September 9-12	Sydney, Australia
EUROPE/RUSSIA		
Fruit Logistica	February 6-8	Berlin, Germany
BioFach (organics)	February 13-16	Nuremberg, Germany
IFE London	March 17-20	London, England
European Seafood Exposition	April 23-25	Brussels, Belgium
Vitafoods	May 14-16	Geneva, Switzerland
World Food Moscow	September 16-19	Moscow, Russia
ANUGA	October 5-9	Cologne, Germany
Food Ingredients (Fi) Europe	November 19-21	Frankfurt, Germany
AFRICA/MIDDLE EAST		
Gulfood	February 25-28	Dubai, United Arab Emirates
IFEA Africa (NEW)	September 18-20	Johannesburg, South Africa

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2013

EVENT	DATE (Subject to Change)	LOCATION
WESTERN HEMISPHERE		
ANTAD	March 12-14	Guadalajara, Mexico
SIAL Canada	April 2-4	Montreal, Canada
American Food Fair (National Restaurant Association/NRA)	May 17-20	Chicago, Illinois
FMI (U.S. Food Export Showcase)	June 10-13	Chicago, Illinois
Abastur	August	Mexico City, Mexico
Americas Food & Beverage	October	Miami, Florida
ASIA		
Supermarket Trade Show	February	Tokyo, Japan
FOODEX JAPAN	March 14-16	Tokyo, Japan
Food Ingredients China	March	Shanghai, China
Food & Hotel Asia	April 8-11	Singapore, Singapore
Seoul Food & Hotel Korea	May	Seoul, Korea
SIAL China	May 14-16	Shanghai, China
Asia Fruit Logistica	September	Hong Kong
Annapoorna-World of Food India	September 24-26	Mumbai, India
Food Ingredients (Fi) Asia	September 24-26	Jakarta, Indonesia
Food & Hotel China, Shanghai	November	Shanghai, China
EUROPE/RUSSIA		
Fruit Logistica	February 5-7	Berlin, Germany
BioFach (organics) (Tentative)	February 12-15	Nuremberg, Germany
European Seafood Exposition	April	Brussels, Belgium
World Food Moscow	September	Moscow, Russia
SIAL Paris	October 19-23	Paris, France
AFRICA/MIDDLE EAST		
Gulfood	February	Dubai, United Arab Emirates
IFEA Africa	September	Johannesburg, South Africa

"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".

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