



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## Netherlands

### Promotion Opportunities

### Annual

### 2004

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U.S. Embassy, The Hague

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**Report Highlights:**

FAS The Hague reports on upcoming promotional events and trade shows within the Benelux

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
The Hague [NL1]  
[NL]

*"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."*

### Section I FAS/W Endorsed Trade Show

Date	Event	Location	Contact/Organizer
Nov 16-18 2004	<b>HI Europe</b> Health Ingredients conference and trade show <a href="http://www.hi-events.com">www.hi-events.com</a>	Amsterdam, NL RAI	Sharon Cook U.S. Department of Agriculture FAS Trade Show Office Tel: +1-202-720-3425 Email: <a href="mailto:Sharon.Cook@fas.usda.gov">Sharon.Cook@fas.usda.gov</a>

HI Europe 2004 is the leading exhibition and conference solely dedicated to the health food ingredients industry in Europe this year. This show offers a platform for health, functional and organic food suppliers to exchange ideas, discuss new developments, and sell product.

April 26-28 2005	<b>European Seafood Exposition</b> One of the worlds largest seafood trade show <a href="http://www.euroseafood.com">www.euroseafood.com</a>	Brussels, BE Parc de expositions	Sharon Cook U.S. Department of Agriculture FAS Trade Show Office Tel: +1-202-720-3425 Email: <a href="mailto:Sharon.Cook@fas.usda.gov">Sharon.Cook@fas.usda.gov</a>
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The European Seafood Exposition is one of the largest business forums for worldwide seafood market. The trade show covers the purchase of fresh, canned, frozen, and value-added seafood, as well as processing and information technology.

### Section II Other Trade Shows

Date	Event	Location	Contact/Organizer
Jan 10-13 2005	<b>Horecava</b> Hotel, restaurant and catering trade show <a href="http://www.horecava.nl">www.horecava.nl</a>	Amsterdam, NL RAI	Project Manager Amsterdam RAI Tel: +31-(0)20-5491212 Fax: +31-(0)20-5491839 Email: <a href="mailto:horecava@rai.nl">horecava@rai.nl</a>

Horecava is a food service trade fair with over 750 exhibitors. Horecava exhibits a broad spectrum of products, ranging from automation to fittings and furnishings and from food and beverage to food equipment. Horecava is considered the showcase for innovation in the national, hospitality and catering sectors.

Jan 24-26, 2005	<b>European Fine Food Fair</b> "Where the top chefs of gastronomy meet" Hotel and Restaurant Show <a href="http://www.efff.nl">www.efff.nl</a>	Maastricht, NL MECC	Mr. R Rose MECC Maastricht Tel: +31-(0)43-3838383 Fax: +31-(0)43-3838300 Email: <a href="mailto:efff@mecc.nl">efff@mecc.nl</a>
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European Fine Food Fair is a specialized trade show that exhibits exclusive, fresh, natural and traditional products. The assortment encompasses meat, fish, crustaceans, game & poultry, fresh vegetables and fruit, dairy, patisserie, truffles, coffee, cigars and mineral waters. Due to the location of this trade show it attracts visitors from the neighboring countries such as Belgium and Germany. This trade show is held annually in Maastricht.

Apr 06-08, 2005	<b>National Food Week</b> Inspirational platform for the food branch. <a href="http://www.nationalefoodweek.nl">www.nationalefoodweek.nl</a>	Utrecht, NL Jaarbeurs	Project Manager Jaarbeurs Exhibitions & Media Tel: +31-(0)30-2952767 Fax: +31-(0)30-2952814 Email: <a href="mailto:info@nationalefoodweek.nl">info@nationalefoodweek.nl</a>
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The National Food Week is the largest trade fair of its kind for the Dutch food sector. Its all-in-one concept combines product groups, visitor groups, associated trade fairs, congresses and workshops and competitions for professionals and awards. This trade show is a bi-annual event.

May 24-25, 2005	<b>PLMA</b> World of Private Label	Amsterdam, NL RAI	Project Manager PLMA
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[www.plmaininternational.com](http://www.plmaininternational.com)

Tel: +31-(0)20-5753032  
 Fax: +31-(0)20-5753093  
 Email: [info@plma.nl](mailto:info@plma.nl)

This is the largest trade show in Europe dedicated entirely to retailer brands. This trade show has approximately 2,600 exhibitors with more the 30 national and regional pavilions. Products displayed are fresh, frozen and refrigerated foods, beverages and dry grocery products, as well as non-food categories.

Jun 15-16, 2005	<b>Natural Products Expo Europe</b>  <a href="http://www.expoeuropa.com">www.expoeuropa.com</a>	Amsterdam, NL RAI	Penton Media Group Tel: +44-(0)208-2321600 Fax: +44-(0)208-2321625 Email: <a href="mailto:katharine.toohy@pentoneurope.com">katharine.toohy@pentoneurope.com</a>
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The only European business event which covers the Natural Products Industry, from raw ingredients to finished goods: natural products, dietary supplements, well-being and body care to nutraceuticals, functional foods, herbal remedies and sports supplements. This show has representatives from the natural products industry, which provides top level business and networking opportunities

Sep 12-14, 2005	<b>AGF Totaal 2005</b> Bi-Annual International Fruit & Vegetable show <a href="http://www.agftotaal.nl">www.agftotaal.nl</a>	Rotterdam, NL Ahoy	Organisatie & Adviesburo Delooze b.v. Tel: +31-(0)10-2933250 Fax: +31-(0)10-2933254 Email: <a href="mailto:agftotaal@ahoy.nl">agftotaal@ahoy.nl</a>
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AGF-Totaal 2005 is Europe's one of largest specialized trade fair for the international trade in fruit and vegetables. The show is conducted in cooperation with the Association of Wholesale Trade in Fruit and Vegetables and "Vakblad" magazine for the trade in fruit and vegetables.

Nov 05-08, 2004	<b>International Horti Fair</b>  <a href="http://www.hortifair.nl">www.hortifair.nl</a>	Amsterdam, NL Rai	Projectmanager Tel: +31-(0)297-344033 Fax: +31-(0)297-326850 Email: <a href="mailto:info@hortifair.nl">info@hortifair.nl</a>
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This show is internationally acclaimed as one of the leading trade fairs for the production of and trade in horticulture, and associated supply industries.

Nov 21-25, 2004	<b>Horeca Expo</b> Hotel, restaurant and catering trade show <a href="http://www.horecaexpo.be">www.horecaexpo.be</a>	Gent, BE Flanders Expo	JP Consult Tel: +32 (0)15/43 10 50 E-mail: <a href="mailto:j.p.consult@jpconsult.be">j.p.consult@jpconsult.be</a>
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This trade show is for the Belgium Hotel Restaurant and Catering sector with 600 exhibitors and an expected 63,000 visitors. Horeca Expo offers a wide range items for the professional kitchen from high-end cuisine and beverages to equipment.

NL – Netherlands BE - Belgium

## Section II Other Promotional Activities

For FY 2005, we anticipate holding 2-3 promotional events targeting the HRI sector, and hope to arrange another major menu promotion. Target products include; Wine, Seafood, Hormone-free beef, gourmet soup bases and sauce bases, specialty beers and others as deemed appropriate.

## Section III Post Contact and Further Information

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