



TRADE SHOW OPPORTUNITY

# ALIMENTARIA

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# BARCELONA, SPAIN

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**The Show:** Alimentaria, a biennial event, is the largest food and beverage exposition on the Iberian Peninsula. In 2002, Alimentaria had more than 3,000 exhibitors occupying 82,000 net square meters of floor space, and attracted 141,000 professional visitors from 80 countries.

**Location:** Barcelona, Spain

**Dates:** March 8-12, 2004

**Deadline:** Dec. 31, 2003

**The Market:** Exhibiting your products at this five-day event is a great opportunity to establish or expand sales not only on the Iberian Peninsula, but also in Southern Europe, North Africa and the Near East. Best product prospects include edible dried beans, processed fruits and vegetables, table sauces, fruit juices and other non-alcoholic beverages, seafood, nuts, frozen vegetables, prunes and raisins, snack foods, all kinds of low-calorie products, ready-to-eat food products for seniors, microwaveable products and organic foods. Exporters of U.S. agricultural products have always enjoyed participating in this show, and we expect record participation under the banner of the USA Pavilion in 2004. We hope you will join us in Barcelona at this USDA-endorsed event!



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