



USA Pavilion Alimentaria Barcelona 2010

Alimentaria Barcelona is the largest and most important international food and drink exhibition in Spain and one of the top three in Europe

WHEN: March 22-26, 2010

WHERE: Fira de Barcelona – Barcelona, Spain

WHY: This **USDA-endorsed event** offers an excellent opportunity to launch new products, meet potential European and North African importers, or strengthen current business ties in the entire region. At Alimentaria 2008, over 5,000 exhibitors came from every corner of the world to show their products to more than 158,000 professional buyers -- with nearly a third from outside Spain.

THE MARKET

- Spain is one of the fastest growing markets in Europe for high-value foods
- Modern food retail chains are good distribution targets for imported products
- Changes in demographics and working patterns are shifting demand to ready-to-eat and convenience foods
- Spain's imports of intermediate, consumer-oriented, and seafood products from the United States totaled almost \$93 million in 2008
- All EU policies apply to food products entering the Spanish market
- If you are already exporting elsewhere in the EU, apply your expertise to expand your exports to Spain

BEST MARKET PROSPECTS

The FAS Office of Agricultural Affairs in Madrid has identified the following products and sectors as having good export potential for Spain: Dried fruits and nuts; in-shell sunflower seeds; dried peas, beans and lentils; rice; food ingredients; bakery ingredients; processed fruits and vegetables; snack foods and confectionary; sauces and marinades; wine; seafood; organic products.

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