

## MAP 09-005

**SUBJECT:** Exemption from Graduation Requirement for Certain International Trade Shows

**TO:** MAP Participants

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### BACKGROUND

Participation in international trade shows has proven to be a successful market development activity for many small companies that participate in the MAP brand program. A company's participation in these shows often is a vital component in establishing and maintaining a productive presence in foreign markets because international trade shows provide opportunities to meet with buyers from multiple countries. Many international trade shows are held in the same country annually or biannually (e.g., SIAL and ANUGA are held in alternating years in France and Germany, respectively).

The MAP regulations at 7 CFR 1485.14(d)(2) state that "CCC will not provide assistance to a single company for brand promotion in a single country for more than five years..." Consequently, many companies face graduation from a host country after exhibiting at a trade show for five years, even if the company has had no other activities in that country and participating in the show is used exclusively as a gateway for developing customers in other countries. Therefore, to further the objectives of the MAP, the FAS has determined that certain approved international trade show activities in foreign countries may be exempt from the graduation requirement stated in 7 CFR 1485.14(d)(2).

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### POLICY

In determining the graduation date for a company in a particular country, FAS will not consider participation in a trade show that is:

1. A food or agricultural show, with no less than 30 percent of exhibitors selling food or agricultural products; and
2. An international show, meaning that it targets buyers, distributors and the like from more than one foreign country, with no less than 15 percent of its visitors from countries other than the host country.

Please note that this program notice does not include foreign trade shows that target a single country; reimbursement for eligible expenditures associated with participation in these shows will be considered when determining a company's graduation date in a particular country.

A list of international trade shows that have been approved as “exempt” as of the date of this memo is attached. If a MAP participant believes a show should be added to this list, the participant should contact its marketing specialist. This list may be updated from time to time.

To take advantage of the provisions in this notice, participants must establish individual brand activities for each company participating in an international trade show that has been approved as “exempt”. Participants then must use the cost code “EXEMPT” when submitting claims for reimbursement that are directly related to the company’s participation in the trade show. All other brand promotion activities in that same country must be identified in separate activity codes by company and must not use the cost code “EXEMPT”.

FAS will continue to request participants to report to their commodity branches the export gains, by country, that MAP-funded companies have enjoyed as a result of their attendance at these international trade shows.

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**EFFECTIVE DATE**

This program notice is effective beginning with the 2009 MAP year.

Christian J. Foster  
Deputy Administrator  
Office of Trade Programs

International Trade Shows Exempted from the Graduation Requirement

Al Fares  
ANUGA Cologne  
Asia Pacific Leather Fair  
BETA International (Equestrian)  
BioFach  
European Seafood Exposition  
Food & Hotel Asia  
Fiera Cavelli (Equestrian)  
Fish International  
Food Ingredients Asia  
Food Ingredients Europe  
Food Ingredients South America  
FOODEX Japan  
Fruit Logistica  
Gulfood  
HOFEX  
IFIA Japan (Food Ingredients)  
Interzoo  
IPM (horticultural)  
ISM Cologne  
London International Wine and Spirits Fair  
Prowein  
SIAL Mercosur  
SIAL Paris  
Vinexpo Asia  
Vinexpo Bordeaux  
VinItaly  
Zoomark

This list was last updated February 13, 2012.