

TRADE SHOW OPPORTUNITY

# GREAT AMERICAN FOOD

CAIRO, EGYPT

**What:**

The 5th Great American Food Festival

**Why:**

The objective of the festival is to promote American cuisine, to increase demand for American products at five-star hotels and restaurants and to acquaint Egyptian consumers with the high quality and diversity of American food products.



To add a festive atmosphere to the event, we will highlight various types of American cuisine from different regions of the United States. An American band and a local band will entertain festival participants.

**Show Profile:**

- U.S. suppliers introducing new-to-market products to the Egyptian market
- Egyptian companies importing U.S. products
- Egyptian companies manufacturing under license from U.S.-origin companies
- Franchisees, travel agencies, banks, airlines and other service providers

**Best Products:**

Beef bacon, frozen fruits, almonds, hazelnuts, pecans (in small quantities), Tex-Mex items, specialty flour, muffin mix, canned fruits, cheeses (jack, cheddar), seafood (scallops, soft crabs, saltwater fish), herbs, pancake syrups, wines, beer (alcoholic and nonalcoholic), and root beer

**Location:**

Cairo Marriott Hotel  
Cairo, Egypt

**Dates:**

Sept. 22-28, 2004

**Deadline:**

June 13, 2004

**Contacts:**

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