



# USDA/FAS TRADE SHOW TIDBITS

MARCH 2008

## MARCH MADNESS



Get your game on at a USDA-endorsed trade show. Visit our What's Hot page: <http://www.fas.usda.gov/agexport/TS/WhatsHot.html> or view all upcoming events on our 2008/2009 calendar: [http://www.fas.usda.gov/agx/trade\\_events/trade\\_events.asp](http://www.fas.usda.gov/agx/trade_events/trade_events.asp).

This year's event will feature three shows in one: USFES, All Things Organic, and the Fancy Food Show. For more information on exhibiting in the USFES, contact [rluca@cmgexpo.com](mailto:rluca@cmgexpo.com) or visit [www.nasdatradeshow.org](http://www.nasdatradeshow.org).

**American Food Fair at NRA (May 17-20, 2008) Chicago, Illinois.** The National Association of State Departments of Agriculture is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the more than 2,000 exhibiting companies and 73,000 attendees from 50 states and 108 countries at NRA 2008. For more information on exhibiting, contact [rluca@cmgexpo.com](mailto:rluca@cmgexpo.com) or visit [www.nasdatradeshow.org](http://www.nasdatradeshow.org).

## ♪ CHICAGO CHICAGO ♪

**U.S. Food Export Showcase at Global Food and Style Exposition (April 27-29, 2008) Chicago, Illinois.** The U.S. Food Export Showcase (USFES) has gained a reputation for featuring innovative, trend-setting products and attracting power buyers from around the world.

## LATIN SWING



**Expo Alimentos (April 5-6, 2008) Puerto Rico.** Expo Alimentos is

becoming a premier food and beverage show that attracts more than 7,000 local and international buyers. This show provides the perfect opportunity to access Puerto Rico's (and the Caribbean) \$6.4 billion food market. For more information, contact [Pamela.Sherard@usda.gov](mailto:Pamela.Sherard@usda.gov) or call 202-720-7409.

**Exphotel (June 11-13, 2008)**

**Cancun, Mexico.** Exphotel is Mexico's largest HRI show for the Mexican Caribbean region. A total of 34 U.S. companies participated in Exphotel 2007, reporting \$124,030 in on-site sales and \$9.1 million in 12-month projected sales. In 2007, 6,824 trade visitors attended the show. Best market prospects include seafood, beef cuts and variety meats, dairy products, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, non-alcoholic and alcoholic beverages, wines, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**Alimentec (August 12-16, 2008)  
Bogota, Colombia – RETURNING!**

Alimentec is the hospitality industry's most important exhibition in Central America. In 2006, 21,509 trade visitors attended the show. Best market prospects include bakery products, snacks, frozen foods, candy, meats, dairy, canned foods, cereals, wines and other alcoholic beverages. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## ASIAN ACCENTS

**SIAL China (May 14-16, 2008)**

**Shanghai.** SIAL China is an important international trade event for exposing new-to-market food products and for meeting key business contacts in China. In 2007, 22,000 trade visitors attended the show from Asia. Best market prospects include pork, seafood, cheese, raisins, almonds, walnuts, blueberries, canned vegetables, snacks, health food, food ingredients, pet food, coffee and tea drink mixes. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) at 202-690-1182.

**Seoul Food & Hotel Korea  
(May 14-17, 2008) Seoul.**

Food & Hotel Korea is the largest food show in Korea. Korea is the United States' fifth largest market for agricultural, fishery, and forestry products. In 2007, 23,400 trade visitors attended the show. This show provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers who are looking for food and beverages, wines and spirits, hospitality and foodservice, and ingredients. Best market prospects include fish and seafood, beef, pork, poultry, nuts, fresh citrus, and wines. To learn more, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**IFIA Japan (May 21-23, 2008)**

**Tokyo.** Japan ranks as the third largest market in the world for food additives and ingredients. With more than 31,000 trade-only visitors in 2007, IFIA Japan is the largest food ingredients and

additives show in Japan. Best market prospects include antioxidants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, fibers, food coloring, food supplements, frozen foods, fruits and vegetables, healthy foods/beverages, juices, low-cal foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices. Contact [Anne.Almond@usda.gov](mailto:Anne.Almond@usda.gov) or call 202-690-2853. You may also visit <http://www.ifiajapan.com>

**Food Taipei (June 18-21, 2008) Taiwan.** Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' sixth largest export market in the world for food and agricultural products. A total of 60 U.S. companies participated in Food Taipei 2007, reporting \$104 million in 12-month projected sales. Food Taipei 2007 attracted over 40,000 Taiwanese professional buyers. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, beef, wines, seafood, rice, tree nuts, health food, and juices. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**AFEX Plus (July 8-9, 2008) Manila, Philippines.** This event is an "invitation only" trade show consisting of embassy-organized country groups. AFEX Plus will showcase a large and unique collection of high-quality food and beverages from around the world. This event, which will be held at the Intercontinental Manila Hotel, is a low-cost opportunity to promote U.S. products to key retail, foodservice, and food processing buyers in one of the most promising growth markets for U.S. foods. Products with the best market

prospects in the Philippines include bakery, snack food and beverage ingredients, natural and healthy snack food products and ingredients, dairy products and ingredients, fresh fruits and vegetables, pet food, juices, wines, meat products, tree nuts and dried fruits. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Asia Fruit Logistica (Sept. 10-12, 2008) Hong Kong.** This event is a specialized trade show for the international fruit and vegetable trade in Asia. Asia Fruit Logistica 2007 was held in Thailand and was a truly international event, attracting 116 exhibitors from 24 countries and 3,114 trade visitors including national pavilions from Thailand, Japan, Taiwan, South Korea, Argentina, South Africa, and France. Products with the best prospects include almonds, apples, grapes, citrus/grapefruit, cherries, all types of berries, ethnic & specialty vegetables, and ready-to-eat packaged vegetables. This show is the world's fastest growing market for fresh produce. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**Food Ingredients Asia (Sept. 24-26, 2008) Bangkok, Thailand.** Recognized as the top meeting place for food ingredient suppliers, Fi Asia 2007 welcomed over 200 exhibitors from 54 countries and attracted 7,271 food professionals from the entire Southeast Asia region. Best market prospects include specialty food ingredients, bakery, and snack ingredients. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

## THE LAND DOWN UNDER



**Fine Food Australia (Sept. 22-25, 2008) Melbourne, Australia.** Fine Food is an international exhibition for the food, drink, and equipment industries and is the largest food industry event in the region. Fine Food attracts over 25,000 local and international trade buyers and decision makers, including representatives of the food importing, distribution, retail, and catering industries. Best product prospects include organic and natural products, fruit/tea drinks, sports and energy drinks, fresh pasta sauce, frozen Asian foods, and nutritious snacks. For more information, please contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

## AFRICAN ADVENTURE



**Alimenticia (June 5-8, 2008) Luanda, Angola.** Alimenticia is the international exhibition of food, drink, hotelier, and vending in Luanda. This show can be a great opportunity to meet key buyers in this growing market. Best market prospects include vegetable oil, yogurt, olive oil, frozen vegetables, wines, beers, spirits, meat, frozen spent

hens, frozen chicken quarters, seeds, and whole wheat flour. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## S-U-C-C-E-S-S



**Fruit Logistica Developed to Highly Successful Showcase for U.S. Exhibitors.** Fruit Logistica was held February 7-9, 2008, in Berlin, Germany. This event is the world's leading international trade fair for fresh fruits and vegetables, dried fruits, and tree nuts. The show welcomed 2,110 exhibitors from 68 countries and attracted more than 50,000 trade visitors from 125 countries. Visitors to the USA Pavilion could find a wide variety of America's produce, ranging from apples, citrus, cranberries, dates and figs, to asparagus, pears, tree nuts, and more. The 23 exhibitors in the sold-out USA Pavilion reported estimated sales in excess of \$10 million. The next event is scheduled for February 5-7, 2009, in Berlin, Germany. For more information, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.