



USDA/FAS TRADE SHOW TIDBITS

MARCH 2007

MARCH INTO SPRING



Stay in tune with industry trends and make new contacts at a USDA-endorsed trade show. See http://www.fas.usda.gov/agexport/TS_WhatsHot.html.

ASIAN ACCENTS



AAHAR (March 8-12, 2007) New Delhi, India. This event is the premier food and beverage show in India. In 2006, more than 240 Indian and foreign exhibitors and about 25,000 business visitors participated. Best market prospects include almonds, pistachios, fresh fruits (apples, grapes, pears), prunes, chocolate, cookies, fruit

juices, sauces, spreads, salad dressings, condiments, cheese, wines, etc. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

Seoul Food & Hotel Korea (April 24-27, 2007) Seoul. Food & Hotel Korea has merged with Seoul Food, formerly the biggest consumer food show in Korea. Korea is the United States' fifth largest market for agricultural, fishery, and forestry products. 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. **Deadline: March 31.** To learn more, contact Tobitha.Jones@usda.gov or call 202-690-1182.

SIAL China (May 10-12, 2007) 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 2006, 20,000 trade visitors attended the show from Asia. Best market prospects include pork, cheese, raisins, almonds, walnuts, blueberries, canned vegetables, snacks, health food, coffee

and tea drink mixes. **Almost sold out!** Contact Tobitha.Jones@usda.gov or call 202-690-1182.

HOFEX (May 13-16, 2007) Hong Kong. Held biennially, HOFEX focuses on the hospitality and foodservice segment. In 2005, the USA Pavilion attracted approximately 28,000 visitors and generated \$204,000 in on-site sales and \$6.9 million in 12-month projected sales. Best market prospects include pork, popcorn, sugar-free cookies, pre-cooked bacon, seafood, cheese, dairy products, snacks, potatoes, biscuits, juice products, salad dressings, cheesecake, canned fruit/vegetables, and pet food. **Deadline: April 25.** Contact Tobitha.Jones@usda.gov or call 202-690-1182.

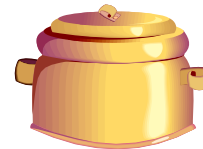
IFIA Japan (May 30-June 1, 2007) Tokyo. Japan is America's second largest agricultural importer and is the third largest market in the world for food additives and ingredients. With more than 31,000 trade-only visitors in 2006, IFIA Japan is the best place to introduce new products and meet new buyers. Best product 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. For more information, contact Shani.Zebooker@usda.gov at 202-720-2075 or visit <http://www.ifiajapan.com>.

Food and Hotel China (June 13-15, 2007) Beijing. FHC 2007 in Beijing is timed perfectly for exhibitors to capitalize on the 2008 Olympics. This event offers opportunities for companies

in the food and beverage sectors in Beijing and the North China marketplace. In 2006, FHC attracted more than 4,200 trade-only visitors. Best market prospects include vegetable oil, seafood, breakfast cereals, frozen potatoes, wines, cheese, nuts, meat, dried fruits, lamb, pork, and beverages. **Deadline: May 14.** For more information contact Tobitha.Jones@usda.gov or call 202-690-1182.

Food Taipei (June 21-24, 2007) 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. 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 or call 202-690-1182. You may also visit <http://www.usapavilion.com.tw>

AFRICA/MIDDLE EAST INTRIGUE



Alimenticia Angola (May 3-6, 2007) Luanda. Alimenticia is the international exhibition of food, beverages, hospitality, 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 or call 202-690-1182.

American Café/Morocco

(June 4-6, 2007) Casablanca.

FAS will arrange exhibition space and one-on-one meetings with carefully selected buyers. This event is only open to the trade, including importers, distributors, as well as buyers from hotels, supermarkets, restaurants, catering companies and institutions. Best market prospects include dried fruits and nuts, sauces and condiments, popcorn, salad dressings, pet food, snacks, diet snacks, kosher foods, honey, wines, beer, non-alcoholic beverages, sport drinks, cereal derivatives, rice, exotic juices, chips, crackers, dairy products, confectionery, ice cream, canned vegetables, canned fruit, fresh apples and pears. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

♪ CHICAGO ♪ CHICAGO ♪

U.S. Food Export Showcase at FMI + Marketechincs (May 6-8, 2007)

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. This year's event will feature five shows in one: Food Marketing Institute (FMI) + Marketechincs, USFES, All Things Organic, Fancy Food Show, and United Fresh Marketplace. For more information on exhibiting in the USFES, contact USFES@cmgexpo.com.

American Food Fair at NRA (May 19-22, 2007) 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 2007. For more information on exhibiting, contact rluca@cmgexpo.com.

LATIN SWING



Alimentaria Mexico (June 5-7, 2007) Mexico City, Mexico.

Alimentaria Mexico is "the show" that retail buyers attend to find products for the Mexican market. This show is the most important event where exhibitors interact with chefs from Mexico's best restaurants and hotels. Best market prospects include seafood, fish, beef, lamb, veal, pork, poultry, red meat, and dairy products. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

Exphotel (June 13-15, 2007) Cancun, Mexico.

Exphotel is the most complete and important foodservice event in the Mexican Caribbean region. Best market prospects include seafood, fish, beef, lamb, veal, pork, duck, sausages and other processed meats (including poultry and red meat), cheese, ice cream and other dairy products, wines, soft drinks, processed foods, etc. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

SIAL Mercosur (August 28-31, 2007) Buenos Aires, Argentina.

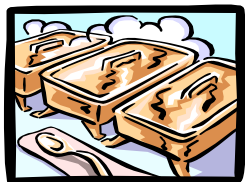
Economic recovery and a stable

exchange rate have set the stage for more food and beverage imports (about \$600 million) for Argentina in 2006. Retail makes up the largest food sector with projected sales of \$5.4 billion in 2007. More than 500 exhibitors and 25,000 trade visitors from 40 countries are expected. Best market prospects include dairy products, confectionery, fresh fruit and vegetables, processed fruits and vegetables, tuna, pork and poultry, sauces, soup preparations, nuts, extracts, snack foods, candy, chewing gum, energy drinks, and coffee. For more information, contact Tobitha.Jones@usda.gov or call 202-690-1182.

AZERBAIJAN ADVENTURE

On May 21-26, 2007, the U.S.-Azerbaijan Chamber of Commerce (USACC) will host a two-way trade mission to Baku. Participants will make site visits to agricultural facilities and visit Interfood (a food, drink, and packaging show). USACC will also arrange one-on-one meetings with prospective buyers, suppliers and/or partners. For more information, contact the USACC at 202-333-8702. You may also visit their website at www.usacc.org

EUROPEAN SMORGASBORD



American Food Week in Bulgaria (March 22-April 1, 2007). The Bulgarian supermarket chain *Piccadilly*

will sponsor the first American Food Week in Bulgaria in four major cities showcasing U.S. meat, fish, sauces, and snack foods. The event will include appearances by the U.S. Ambassador. A celebrity Bulgarian TV chef will perform cooking demonstrations in Sofia and Varna. For more information, contact Julia Vulkova, American Embassy in Sofia, Bulgaria, at Julia.Vulkova@usda.gov.



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

Showcase of America's Produce Ripens into Sales at Fruit Logistica 2007. Fruit Logistica was held February 8-10, 2007, in Berlin. This event is the world's leading international trade fair for fruits and vegetables. The event welcomed 1,867 exhibitors from 74 countries and attracted more than 42,000 trade visitors from 120 countries. Visitors to the USA Pavilion could find a wide variety of America's produce, ranging from apples, citrus, cranberries, and dates to pears, sweet potatoes, tree nuts, and more. The 18 exhibitors in the USA Pavilion, representing 24 companies/organizations, reported on-site sales of about \$2 million and projected 12-month sales were estimated at more than \$7.3 million.