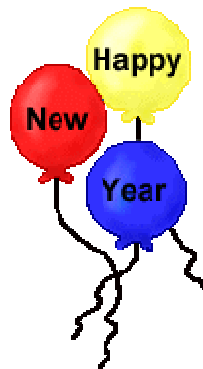




USDA/FAS TRADE SHOW TIDBITS

JANUARY 2007

HAPPY NEW YEAR!



This year, resolve to try some new shows. Find trade shows at <http://www.fas.usda.gov/agexport/TSWhatsHot.html>

ASIAN ACCENTS



Seoul Food & Hotel (April 24-27, 2007) Seoul, Korea. Food & Hotel Korea has merged with Seoul Food, formerly the biggest food show in Korea. Korea is the United States' fifth largest market for agriculture, 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 products include fish and seafood, beef, pork, poultry meat, nuts, fresh citrus, and wines. To learn more, contact Tobitha.Jones@usda.gov or call 202-690-1182.

SIAL China (May 10-12, 2007) Shanghai. SIAL China is becoming 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. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

HOFEX (May 13-16, 2007) Hong Kong. Held biennially, HOFEX focuses on the hospitality and foodservice segment. Hofex 2005 had 28,000 visitors to the U.S. Pavilion and generated \$204,000 in on-site sales and \$6.9 million in 12-month projected sales. Best products include pork, popcorn, sugar-free cookies, pre-cooked bacon, seafood, cheese, dairy products,

snacks, potatoes, biscuits, juice products, salad dressings, cheesecake, canned fruit and vegetables, and pet food. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

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 at 202-720-2075 or Shani.Zebooker@usda.gov or visit <http://www.ifiajapan.com>

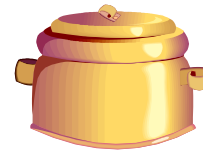
Food and Hotel China (June 13-15, 2007) Beijing. FHC 2007 Beijing is timed perfectly for exhibitors to capitalize on the 2008 Olympics. FHC 2007 offers opportunities for companies in the food and beverage sectors in Beijing and the North China marketplace. In 2006, FHC had more than 4,200 trade-only visitors. Best products include vegetable oil, seafood, breakfast cereals, frozen potatoes, wine cheese, nuts, meat, dried fruits, lamb, pork, and beverages. For more information contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

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, wines, seafood, rice, tree nuts, health food, beef, and juices. For more information, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

MIDDLE EAST INTRIGUE



Alimenticia Angola (May 3-6, 2007)

Luanda. 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 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 at 202-690-1182 or Tobitha.Jones@usda.gov

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 at 202-690-1182 or Tobitha.Jones@usda.gov

CANADA, EH?



Canadian Food & Beverage Show (Feb. 18-20, 2007) Toronto, Ontario. This event is the largest foodservice show in Canada, drawing 10,000 trade visitors from across the country. Best market prospects include healthy, convenient food options; organic foods; soy and whole grain products; sauces and salad dressing; ethnic and kosher foods; value-added fish and seafood; snacks; exotic fruits and vegetables; and value-added produce items. To learn more, contact Sharon.Cook@usda.gov or call 202-720-3425.

SIAL Montreal (March 28-30, 2007) Quebec. This event, held biennially, is a wonderful opportunity to promote your U.S. products to buyers not only from Canada but other countries as well. The 2005 edition welcomed 735 exhibitors and attracted over 14,000 trade-only professionals from 80 countries. As the #1 market for U.S. consumer food products, Canada is the ideal market to target U.S. food and agricultural exports with its close proximity, common language, and similar culture. In 2005, total U.S. exports of agricultural products to Canada reached a record \$10.5 billion (more than two-thirds of total Canadian agricultural imports). Fastest growth categories include meat, fresh fruit, tree nuts, snack foods, breakfast cereals and

mixes. To learn more, contact Sharon.Cook@usda.gov or call 202-720-3425.

♪ CHICAGO ♪ CHICAGO ♪

U.S. Food Export Showcase at FMI + Markettechnics (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) + Markettechnics, 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 2006. For more information on exhibiting, contact rluca@cmgexpo.com.

LATIN SWING



Antad (March 14-16, 2007) Guadalajara, Mexico. Antad is the largest show in Mexico for the retail

sector. Best products include fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. **Deadline: January 12, 2007.** For more information, contact Tobitha at Tobitha.Jones@usda.gov or 202-690-1182.

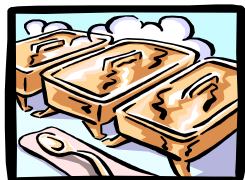
Alimentaria Mexico (June 5-7, 2007) Mexico City, Mexico.

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

Exphotel (June 13-15, 2007)

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

EUROPEAN SMORGASBORD



BioFach (Feb. 15-18, 2007)

Nuremberg, Germany. BioFach has become the world's leading international organic trade exhibition. The 2006 event welcomed 2,089 exhibitors and nearly 40,000 trade visitors from 116 countries.

International Food and Drink Exhibition (March 18-21, 2007)

London, England. IFE London, held biennially, is the United Kingdom's largest international food and drink exhibition. More than 27,000 visitors attended IFE 2005 representing every sector of the food and drink industry. The United Kingdom is currently the 7th largest export destination for U.S. agricultural products and is the largest importer in the European Union. Best market prospects include wines, beer, tree nuts, processed fruits and vegetables, fresh fruit, sauces and marinades, confectionary, health foods, snack foods, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood, and frozen foods.

European Seafood Exposition (April 24-26, 2007) Brussels, Belgium.

This event is a cost-effective way to make contact with existing customers, launch new products, meet new buyers, evaluate trends, and discover what's new in the seafood industry. Every year more than 92 percent of the European Seafood Exposition's (ESE) exhibitors return, confirming ESE as the most powerful sales and positioning tool available to the industry. Please visit www.euroseafood.com to learn more!

ANUGA (Oct. 13-17, 2007) Cologne, Germany. ANUGA is the world's largest food and beverage industry trade event. **For early bird pricing, register before February 1!**

For more information on exhibiting in the USA Pavilion at any of the European shows listed above, contact Sharon.Cook@usda.gov or call 202-720-3425.

AGOA-ING TO AFRICA

Trade Mission to Africa (Feb. 5-9, 2007). Agriculture Secretary Johanns will lead this mission involving nine countries in East Africa. The goal is to promote U.S.-Africa agribusiness cooperation, trade and investment, particularly in the dry grocery products, food processing, beer and spirits, seafood, livestock genetics, and production inputs sectors. For more information, contact Darrell Upshaw at 202-690-1786.