

2008 - 2009

Calendar of USDA- Endorsed Trade Shows



USA



SIAL MERCOSUR 2007



SIAL MERCOSUR 2007



ANUGA 2007

United States
Department of
Agriculture

Foreign
Agricultural
Service

Overseas
Trade Support
Branch

www.fas.usda.gov

2008

All events are for food and beverages unless otherwise indicated.

Event	Date	Location
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WESTERN HEMISPHERE

The Canadian Restaurant & Food Service Association Show(CRFA)	March 2-4	Toronto, Ontario
ANTAD	March 5-7	Guadalajara, Mexico
Expo Alimentos	April 5-6	San Juan, Puerto Rico
SIAL Montreal	April 23-25	Montreal, Canada
Global Food and Style Expo (NEW)	April 27-29	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May 17-20	Chicago, Illinois
EXPHOTEL	June 11-13	Cancun, Mexico
Alimentec (Tentative)	June 11-14	Bogota, Colombia
SIAL Mercosur (Tentative)	September 16-18	Buenos Aires, Argentina
IFE Americas Food and Beverage	September 24-26	Miami, Florida
Abastur	October 1-3	Mexico City, Mexico

ASIA

AAHAR (Returning)	March 10-14	New Delhi, India
FOODEX Japan	March 11-14	Tokyo, Japan
Food & Hotel Asia	April 22-25	Singapore, Singapore
SIAL China	May 14-16	Shanghai, China
Seoul Food & Hotel Korea	May 14-17	Seoul, Korea
International Food Ingredients & Additives Exhibition (IFIA)	May 21-22	Tokyo, Japan
Food Taipei	June 18-21	Taipei, Taiwan
AFEX Plus (New)	July 8-9	Manila, Philippines
Aisa Fruit Logistica	September 10-12	Hong Kong
Food Ingredients Asia (Fi Asia)	September 24-26	Bangkok, Thailand
Health Ingredients Japan (HI Japan)	October 15-17	Tokyo, Japan
Food & Hotel China, Shanghai	December 4-6	Shanghai, China

AUSTRALIA

Fine Food Australia	September 22-25	Melbourne, Australia
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EUROPE/RUSSIA

Fruit Logistica	February 7-9	Berlin, Germany
BioFach (organics)	February 21-24	Nuremberg, Germany
Salima (Returning)	March 4-7	Brno, Czech Republic
Alimentaria Barcelona	March 10-14	Barcelona, Spain
European Seafood Exposition	April 22-24	Brussels, Belgium
World Food Moscow	September 23-26	Moscow, Russia
SIAL Paris	October 19-23	Paris, France
Health Ingredients Europe (Hi Europe)	November 4-6	Paris, France

AFRICA/MIDDLE EAST

Gulfood	February 24-27	Dubai, United Arab Emirates
Alimenticia Angola	April	Luanda, Angola
Morocco (American Café)	June	Casablanca, Morocco
Libya (TBD)	December	Tripoli, Libya



SIRHA 2007



SIAL CHINA



OLD MONTREAL



SIDNEY TOWER
AUSTRALIA



USA

All events are for food and beverages unless otherwise indicated.

Event

Date

Location

WESTERN HEMISPHERE

The Canadian Restaurant & Food Service Association Show(CRFA)	March 1-3	Toronto, Ontario
ANTAD	March 10-13	Guadalajara, Mexico
SIAL Montreal	April 1-3	Montreal, Canada
Expo Alimentos (Tentative)	April 17-18	San Juan, Puerto Rico
Global Food and Style Expo (NEW)	April 5-7	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May 14-19	Chicago, Illinois
Alimentaria Mexico	June 2-4	Mexico City, Mexico
EXPHOTEL	June 10-12	Cancun, Mexico
SIAL Mercosur	September	Buenos Aires, Argentina
Abastur	Sept 30 Oct 2	Mexico City, Mexico
IFE Americas Food & Beverage	November 11-13	Miami, Florida

ASIA

AAHAR (Tentative)	March	New Delhi, India
FOODEX Japan	March 3-6	Tokyo, Japan
Food and Hotel Indonesia (American Café)	April 1-4	Jakarta, Indonesia
International Food Ingredients & Additives Exhibition (IFIA)	May	Tokyo, Japan
HOFEX	May 6-9	Hong Kong
SIAL China	May 19-21	Shanghai, China
Seoul Food & Hotel Korea	May 26-29	Seoul, Korea
Food & Hotel China, Beijing	June 9-11	Beijing, China
Food Taipei	June 17-20	Taipei, Taiwan
AFEX Plus (Tentative)	July	Manila, Philippines
Food Ingredients Asia (FI Asia)	September	Bangkok, Thailand
Fruit Logistica	September	Bangkok, Thailand
Food & Hotel Vietnam	October 28-30	Ho Chi Minh City, Vietnam
Health Ingredients Japan (HI Japan) [Tentative]	October	Tokyo, Japan
Food & Hotel China, Shanghai	November 17-19	Shanghai, China

AUSTRALIA

Fine Food Australia	September 7-10	Sydney, Australia
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EUROPE/RUSSIA

Sirha	January 23-27	Lyon, France
Fruit Logistica	February 5-7	Berlin, Germany
BioFach (organics)	February 19-22	Nuremberg, Germany
International Food & Drink Exhibition (IFE) London	March 15-18	London, United Kingdom
European Seafood Exposition	April 28-30	Brussels, Belgium
World Food Moscow	September	Moscow, Russia
ANUGA	October 10-14	Cologne, Germany
Food Ingredients Europe (Fi Europe)	November 17-19	Frankfurt, Germany

AFRICA/MIDDLE EAST

Gulfood	February 19-22	Dubai, United Arab, Emirates
Alimenticia Angola	April	Luanda, Angola
Morocco (American Café)	June	Casablanca, Morocco
Libya (Tentative)	December	Tripoli, Libya

2009

Notice on Product Origin Requirement: Products exhibited in the show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

American Café: Allows U.S. companies to test overseas markets with minimal investment. FAS displays and offers samples of participants' products at overseas trade shows within the U.S. Pavilion. Prices and rules may vary.

Fliers detailing these shows are available online at: http://www.fas.usda.gov/agx/trade_events/trade_events.asp
You can find out more by visiting our Web site, or calling a trade show specialist—their numbers are listed on the back of this calendar.





Your Global Connection

Making international trade work for you...

You Need a Presence

FAS staff know how critical meeting the customer can be to making the sale. That's why we've got you covered with shows in almost every part of the world. China, Mexico and France are just a few of the locations. The USA banner draws crowds because it is a world-recognized sign of high quality and safe foods that are fresh, flavorful and fun. The broad range of products stimulates buyers' interest and expands their knowledge of what is available.

You Expect a Good Deal

When USDA links its name with a show, it's your assurance of high standards at a fair price. You can expect a full-service booth with electric hook-up and a business lounge. You'll get marketing services, including reports on the country and its buyers, and even limited public relations help. Your company will also be listed in the pavilion show catalog.

You Want Experience

No other organization can offer USDA's decades of expertise in promoting U.S. food and agricultural products overseas. Our trade show experts can help you make the most of your overseas experience. FAS attachés and staff, stationed at U.S. embassies worldwide, will give you invaluable insight and contacts as you seek new markets.

Get Started: Here and Now

If you know which country is right for you, give our trade show experts a call. They are ready to help you make your connection to the world.



SIAL MONTREAL 2007



BIOFACH 2007



CHINA PAVILION
(At ANUGA 2007)



Maria Nemeth-Ek, Chief
Overseas Trade Support Branch
(202) 720-3623
Maria.Nemeth-Ek@usda.gov



Tobitha Jones
Middle East, Africa, Mexico,
North Asia, and Latin America
(202) 690-1182
Tobitha.Jones@usda.gov



Pamela Sherard
Domestic Trade Show
Coordinator
(202) 720-7409
Pamela.Sherard@usda.gov



Sharon Cook
Europe, Russia, Southeast Asia,
Canada and Australia
(202) 720-3425
Sharon.Cook@usda.gov



Anne Almond
Japan
(202) 690-2853
Anne.Almond@usda.gov

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