

# *Trade Show Update*

*January 16, 2013*

## **ANNOUNCEMENTS**

### **USDA Trade Blog:**

The [Foreign Agricultural Service \(FAS\)](#) office in Ottawa, through its food and beverage alliance, *taste US!*, recently launched a new website that provides Canadians with information on top quality U.S.-grown food and the more than 40 U.S. cooperators whose products are found in grocery stores across Canada. Read more at “[A New Gateway for Canadian Consumers to U.S. Foods.](#)”

The past four years have been tremendously positive for America’s efforts to export more agricultural goods and products around the world. The brand of American agriculture is soaring worldwide. In fact, 2009 to 2012 represents the best four years in our nation’s history for agricultural exports. Exports have grown more than 50% over that period of time. Read more at “[Secretary’s Column: An Update on Exports.](#)”

With Russia’s entry into the World Trade Organization (WTO) earlier this year, there is a growing interest in doing business with the Russian food and agricultural sector. One example of a successful U.S.-Russia agricultural partnership is the export of California almonds to Russia for use in the confectionery sector. Read more at “[The Undisputed Champ in Almond Exports Goes to Russia.](#)”

**For more information on USDA/FAS Trade Events, please visit the following website:**

[http://www.fas.usda.gov/agx/trade\\_events/trade\\_events.asp](http://www.fas.usda.gov/agx/trade_events/trade_events.asp)

## **NATIONAL EXPORT INITIATIVE (NEI)**

“We need to export more of our goods around the world. We will double our exports over the next five years, an increase that will support two million new jobs in America. To meet this goal, we’re launching a National Export Initiative that will help farmers and small businesses increase their exports and expand their markets.”

### **President Barack Obama**

State of the Union Address

January 27, 2010

### **FAS Helps U.S. Agricultural Exporters**

U.S. agriculture looks overseas to expand sales and boost incomes. Exports also generate additional economic activity that ripples throughout the domestic economy. Expanding existing

market access and opening new markets under future trade agreements will significantly boost U.S. agricultural export sales.

Find more information about the National Export Initiative (NEI) at:  
[www.fas.usda.gov/NEI.asp](http://www.fas.usda.gov/NEI.asp)

## **UPCOMING USDA-ENDORSED TRADE SHOWS**

### **U.S.A.**

**American Food Fair at the NRA Show (May 18-21, 2013) Chicago, Illinois.** The American Food Fair Pavilion will be held in conjunction with the National Restaurant Association's Restaurant, Hotel-Motel Show (NRA Show 2013). The NRA Show, the largest foodservice and hospitality trade show in the Western Hemisphere, gives U.S. food and beverage exporters an excellent opportunity to reach out to over 4,000 international representatives seeking the latest food and beverage trends and products from the United States. FAS actively works with overseas Posts on recruiting buyer teams to this event. For more information, please contact Anne Almond at [Anne.Almond@fas.usda.gov](mailto:Anne.Almond@fas.usda.gov) or (202) 690-2853.

### **CANADA**

**SIAL Canada (April 30-May 2, 2013) Toronto.** This international trade show targets food industry professionals in the North American market and is the only food show in Canada dedicated to both the retail and foodservice markets. The event alternates annually between Montreal and Toronto, with this year's edition taking place in Toronto. SIAL Canada 2012 hosted 697 exhibitors from 37 countries and welcomed 12,415 visitors from 61 countries. As the #1 market for U.S. consumer food products, Canada is the ideal market to target U.S. food and agricultural product sales. Twenty-two companies participated in the USA Pavilion including 14 small, 10 new-to-export, and 9 new-to-market companies. Approximately 240 products were introduced and Pavilion exhibitors reported making 438 serious contacts. Several agent/distributor deals were signed on site, and 12-month projected sales exceeded \$3.2 million. For more information, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

### **MEXICO**

**ANTAD (March 13-15, 2013) Guadalajara, Mexico. (Booth Space Available!)** ANTAD is the largest food and retail show in Mexico. ANTAD 2012 welcomed over 30,000 trade visitors and 1,800 exhibitors. A total of 43 U.S. companies participated in the USA Pavilion and reported \$9 million in 12-month projected sales. The U.S. companies made 60 serious contacts and introduced 50 products to the participants. Best market prospects include frozen chicken legs, powdered drinks, salad dressings, syrup, peach halves and dehydrated fruit, snacks, color chips, and vodka. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or (202) 690-1182.

## ASIA

**FOODEX (March 5-8, 2013) Tokyo, Japan.** FOODEX is Asia's largest food trade show. This event provides an exciting venue and atmosphere to showcase products to thousands of new and existing buyers from food and beverage industry sectors of Japan and neighboring Asian food markets. FOODEX 2012 attracted over 2,400 exhibitors and over 75,000 trade-only visitors. In the USA Pavilion, 65 exhibitors reported 12-month projected sales of nearly \$14.5 million, \$153,000 in on-site, displayed 420 products, and made over 290 business contacts. Best market prospects include seafood, sauce, snacks, confectionery, cheese, sausage, fresh and processed fruits & vegetables, nuts, beef and pork cuts, and rice. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or (202) 690-1182.

**AAHAR (March 14-18, 2013) New Delhi, India.** AAHAR, approaching its 28<sup>th</sup> edition, is the premier food and food equipment trade show in India. The event attracts approximately 565 exhibitors and more than 22,000 trade visitors. The USA Pavilion at AAHAR 2012 featured 14 exhibitors who introduced 71 products, met 195 serious contacts, and reported 12-month projected sales of just over \$2 million. Exhibitors also benefited from a market briefing and a trade reception. While this government-run show typically does not begin organizing the show until a few months out, it continues to be the largest food show in India and many local importers visit the show. Recruitment efforts are now under way by the SCS Group for the USA Pavilion. For more information, contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

**Food Ingredients China (FIC) (March 26-28, 2013) Shanghai.** The largest show on the food additives & ingredients industry in China, the annual FIC China attracts major food processors from Asia. The attendance of over 1,000 exhibitors from more than 20 countries builds a strong and reliable platform from which to access the Chinese market. In the USA pavilion, 38 exhibitors reported 12-month projected sales of \$7 million, \$230,000 in on-site sales, displayed 254 products, and made 683 business contacts. Best product prospects include acidulants, amino acids, bakery products, colors, dairy products, emulsifiers, enzymes, fat replacers, functional foods, gums, minerals, nutraceuticals, proteins, salt replacers, starches, and vitamins. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or (202) 690-1182.

**Food & Hotel Indonesia (April 10-13, 2013) Jakarta.** FHI is Indonesia's premier food, drink and hospitality trade event. Held in Jakarta every 2 years, the 2011 edition was the largest to date with approximately 20,800 visitors and more than 1,000 exhibitors from 29 countries, including national and regional pavilions. Twelve companies/associations participated in the USA Pavilion, reporting 12-month projected sales of approximately \$4.83 million, largely for beef products. In 2011, Indonesia was the 8<sup>th</sup> largest export market for U.S. agricultural, fish, and forest products, reaching \$2.9 billion. In the consumer-oriented product category, fresh fruit, processed fruit & vegetables, pet food and fresh vegetables reached record levels. Dairy products remained the largest export in this category and other consumer-oriented products also reached record levels. We are once again teaming with Oak Overseas to organize a USA Pavilion. To learn more, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

**Food & Hotel Vietnam (April 24-26, 2013) Ho Chi Minh City.** FHV, an established trading platform for Vietnam's food and hospitality industry, returns for its 7<sup>th</sup> edition. This biennial event is widely regarded as an important growth catalyst for food and hospitality businesses in the rising markets of Vietnam and greater Indochina. FHV 2013 is expected to attract approximately 10,000 buyers, 385 exhibitors from 30 countries/regions, and 11 group pavilions. The USA Pavilion at FHV 2011 was the largest to date and featured U.S. food and beverage products from 28 companies/organizations. Pavilion exhibitors reported making over 420 serious contacts during the event, with on-site sales of \$170,000 and 12-month projected sales at nearly \$2.5 million. Pavilion exhibitors also benefited from a market briefing, market tour, and trade reception. Please note the event now takes place in April instead of September, beginning with this year's edition. For more information, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

**SIAL China (May 7-9, 2013) Shanghai. (Booth Space Available!)** SIAL China is an important international trade event for exposing new-to-market food products and for meeting key business contacts in China. In 2012, the event attracted 30,000 trade visitors and 75 U.S. exhibitors. In the USA Pavilion, exhibitors reported 12-month projected sales of \$28 million. Best market prospects include pork, seafood, cheese, raisins, almonds, walnuts, blueberries, canned vegetables, snacks, health food, food ingredients, pet food, and coffee and tea drink mixes. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or (202) 690-1182.

**HOFEX (May 7-10, 2013) Hong Kong. (Booth Space Available!)** HOFEX, the largest biennial international trade-only food show of Hong Kong, was held in 2011. In the USA Pavilion, 51 exhibitors reported 12-month projected sales of \$14 million, \$575,000 in on-site, displayed 585 products, and 1,243 business contacts. Best products prospects include fish and seafood, fresh fruit, poultry, pork, processed fruit and vegetable, beef, wine, beer, fruit and vegetable juices and organic products. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or (202) 690-1182.

**Seoul Food & Hotel Korea (May 14-17, 2013) Seoul.** Seoul Food & Hotel Korea is the biggest food show in South Korea. South Korea is the United States' 5<sup>th</sup> largest market for agricultural, fishery, and forestry products. In 2012, the event attracted 25,000 trade visitors to the show, resulting in 387 business contacts for 34 exhibitors. U.S. companies reported 12-month projected sales of \$29 million, \$700,000 in on-site sales, and introduced 5 products. This event 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. For more information, please contact Tobitha Jones at [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call (202) 690-1182.

## **EUROPE**

**IFE London (March 17-20, 2013) United Kingdom.** This event, held biennially in London, is the United Kingdom's largest and most respected food and drink trade event. Over 1,100 suppliers, distributors, manufacturers and brand owners from around the globe will be present to showcase their latest products. At IFE London 2011, 19 companies participated in the USA Pavilion, introducing approximately 115 products. U.S. exhibitors reported making about 350 serious contacts which resulted in on-site sales of \$469,000 and 12-month projected sales of \$1.9 million. IMEX Management is organizing the Pavilion for the first time in 2013. For more information, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

**European Seafood Exposition (April 23-26, 2013) 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 exhibitors return, confirming this event as one of the most powerful sales and positioning tool available to the industry. The Alaska Seafood Marketing Institute, the Southern U.S. Trade Association, and Food Export USA-Northeast purchase space each year in the USA Pavilion. Companies that cannot be accommodated in the Pavilion may purchase space outside of the Pavilion. For more information, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or (202) 720-3425.

**Vitafoods (May 14-16, 2013) Geneva, Switzerland.** Vitafoods is Europe's largest event for the nutraceutical, cosmeceutical, and functional food ingredients industry. The 2012 event attracted about 12,500 visitors from 91 countries and 600 of the industry's leading suppliers. The USA Pavilion had 20 exhibitors that introduced approximately 149 new products and made 238 serious business contacts which resulted in on-site sales of \$5,000 and 12-month projected sales of about \$4.3 million. Visitors of the USA Pavilion found a wide variety of America's nutraceuticals as well as health and wellness products that range from nutritional supplements to vitamin sprays; powdered fruits, berries and vegetables; and an array of herbal products. For information, please contact Sharon Cook at [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov) or 202-720-3425.