

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

**Sponsored by the Michigan Department of Agriculture and the  
Mid-America International Agri-Trade Council (MIATCO)**

### **PARTICIPATION AGREEMENT**

Thank you for your interest in the Foodservice Buyers Mission. Below you'll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form with the appropriate registration fee to MIATCO by May 5, 2006.

#### **Registration Fee:**

*Affiliation with Northeast or Midwest Region*

Before **April 8, 2006** \$75 Registration Deadline

Before **May 5, 2006** \$125 Registration Deadline

*\*Non Affiliation with Northeast or Midwest Region*

Before **April 8, 2006** \$125 Registration Deadline

Before **May 5, 2006** \$175 Registration Deadline

**\*Out of Region companies will be admitted on a space available basis**

#### **Contact Information**

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### **Participation Terms and Conditions**

*MIATCO agrees to:*

1. Arrange one-on-one meeting(s) in Chicago with qualified buyers from China, Bermuda, Dubai, Germany, Hong Kong, Jamaica, Japan, Kuwait, and Mexico.
2. Disseminate a contact list to participants and the buyers for companies' follow-up.
3. Enroll your company in our free *Trade Event Preparation Service*.\* (to opt out, check here \_\_\_\_\_)
  - The Trade Event Preparation Service is a free service offered by MIATCO and is included in your participation in the Foodservice Buyers Mission. Your company will receive one-on-one counseling prior to the Buyers Mission to better prepare you for your meetings.\*

*Participating Company agrees to: (Please initial each statement)*

1. Pay participation fee and submit this completed Participation Agreement no later than the Registration Deadline of **May 5, 2006**. This fee does not include flights, hotel expenses, meals and the shipping of samples. **[No-shows will be billed]**. \_\_\_\_\_
2. Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. \_\_\_\_\_
3. Indemnify MIATCO from any financial loss or other claims resulting from participation in the Foodservice Buyers Mission and the Trade Event Preparation Service. \_\_\_\_\_

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

---

---

**continued**

4. Acknowledge that MIATCO shall have no other obligations beyond those detailed above, and that any other services desired or negotiated with any third party are not a part of this agreement. \_\_\_\_\_
5. Upon completion of this activity, complete an evaluation and provide information regarding increased export sales in this target market or otherwise resulting from show name, and an estimate of your company's financial contributions to participate in the activity. \_\_\_\_\_

---

---

### **Company Profile**

The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.

1. To what countries do you currently export directly? \_\_\_\_\_  
\_\_\_\_\_
2. To what countries do you currently export indirectly "(i.e., via an export trading company)"? \_\_\_\_\_  
\_\_\_\_\_
3. What are your company's current annual sales? \$ \_\_\_\_\_
4. What are your company's annual export sales? (List by country if possible)  
\$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_
5. What are your company's annual worldwide export sales? \$ \_\_\_\_\_
6. What products are you interested in exporting? \_\_\_\_\_
7. What are your company's current distribution channels? (Please circle all that apply)  
*Bulk; Ethnic; Organic; HRI; Ingredients; Private Label; Retail; Specialty Gourmet; Other*
8. How many employees do you currently have? \_\_\_\_\_
9. Type of Business? (please circle) *Manufacturer; Trading Company; Broker; Retailer; Other*
10. What is (are) your Schedule B number(s)? \_\_\_\_\_
11. Do you have export pricing available (ex. CIF pricing)? \_\_\_\_\_

This meeting is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact MIATCO at least 15 days before the meeting.

I, \_\_\_\_\_ have read, understand, and agree to the conditions stated above.

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

---

---

### **Buyer Meetings**

Meetings will be held in Chicago on May 20-23<sup>rd</sup> at the McCormick Convention Center, room TBA. Based on the attached buyer profiles, please indicate below the buyer(s) that you are interested in meeting. Please number each selection in order of preference, beginning with (1):

#### **China**

\_\_\_ Mr. Dan Yi Zhou, Purchasing Manager  
Shanghai Yi Chun Food Co., Ltd.

#### **Jamaica**

\_\_\_ Ms. Jo-Ann Causwell, Business Unit Mgr.  
Wisynco Group Limited

#### **Bermuda**

\_\_\_ Mr. Alun H. Hughes, President  
Butterfield & Vallis

#### **Japan**

\_\_\_ Mr. Yoshihiro Fukuda, Food Merch. Manager  
Mitsui Food Co., Ltd.

#### **Dubai**

\_\_\_ Mr. Emad Hamarsha, Dir. Business Dev.  
Al Tenmia Food Establishment

#### **Kuwait**

\_\_\_ Mr. Mohd Nasouh Zaid Kaylani, General Mgr.  
Kuwait Agriculture Company

#### **Germany**

\_\_\_ Mr. Martin Biewener, Head Buyer  
American Fun Food GmbH

#### **Mexico**

\_\_\_ Mr. Armando Gomez, Purchasing Director  
Especia, S.A. de C.V.

#### **Hong Kong**

\_\_\_ Ms. Fung Wai Fong Ida, General Manager  
Chef's Garden Ltd.

#### **Meeting Date Preference**

\_\_\_ May 20    \_\_\_ May 21    \_\_\_ May 23

For more information and to schedule appointments, please contact Jamie Zmitko-Somers,  
Michigan Department of Agriculture. Tel: (517) 241-3628 Email: zmitkoj@michigan.gov

---

---

### **\*Trade Event Preparation Service**

Through our Trade Event Preparation Service, you will learn the following:

- *How to execute an international export transaction on a timely basis.*
- *What your HS numbers for each of your export products.*
- *What your top 25 export markets for your products.*
- *Which Export Guides are available for your product and selected market(s).*
- *How to ensure your "FOB" matches the "FOB" of the buyer(s) interested in your products.*
- *What your most competitive export price is, accounting for transfer of title and risk of loss.*
- *What the right questions to ask are, to clear up outstanding issues on quoting and shipping.*
- *How pre-payment, open account, documentary collections and letters of credit differ.*
- *Who your freight forwarder, air or ocean carrier, and export certificate agency are.*
- *How to maintain accurate and timely follow up on buyer questions after meetings.*

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

---

---

**Please fax the first three pages of the completed agreement to MIATCO at (312) 334-9230. Participation fee should be made payable to MIATCO. (Please reference G5NRA.) Original agreement and payment must be received no later than *May 5, 2006*.**

**Send payment and completed Participation Agreement to:  
MIATCO, 309 W. Washington, Suite 600, Chicago, IL 60606**

---

---

### **Buyer Profiles**

#### **China**

**Company Name:** Shanghai Yi Chun Food Co., Ltd.

**Contact Person:** Mr. Dan Yi Zhou, Purchasing Manager

**Website:**

**Type of Business:** importer and wholesaler

**Company Founded:** 2002

**Annual Sales (USD):** \$

**Company Description:** Shanghai Yi Chun Food Co., Ltd. Has grown to be one of the leading frozen food products traders in Shanghai. The company mainly supplies to high-level hotels and restaurants as well as high-level supermarkets. Listed on its distribution channel are Grand Hyatt Hotel, Marriott Hotels, Four Seasons Hotel, Portman Ritz Carlton Hotel, Carrefour, Metro Supermarket and Lotus Supermarket.

**Products Currently Imported:** Alaska seafood, poultry (wings and drumsticks)

**Products of Interest:** Wine, Meat, Snack, Spices; Seafood, Fruits.

#### **Bermuda**

**Company Name:** Butterfield & Vallis

**Contact Person:** Mr. Alun H. Hughes, President

**Website:** www.bv.bm

**Type of Business:** Importer and distributor

**Company Founded:** 1923

**Annual Sales (USD):** \$100 Million

**Company Description:** Full line distributor for foodservice and retail.

**Products Currently Imported:** Ambient, chilled, and frozen food products.

**Products of Interest:** Specialty frozen breads, high-end frozen appetizers, specialty beverages and soda-pop, Specialty cheeses, Specialty protein items.

#### **Dubai**

**Company Name:** Al Tenmia Food Establishment

**Contact Person:** Mr. Emad Hamarsha, Director Business Development

**Website:**

**Type of Business:** Importer and foodservice

**Company Founded:**

**Annual Sales (USD):** \$

**Company Description:** Sales increased by USD \$5 million in 2004 following company restructuring.

**Products Currently Imported:** frozen and chilled beef products, frozen poultry, French fries

**Products of Interest:** Meat: Frozen and Chilled Beef; Frozen Minced Beef; Processed Meat Products; Beef Pepperoni; Frozen Poultry: Frozen Turkey; Cornish Hens; Turkey Ham; Turkey Breast, including Smoked Turkey Breast; Breakfast Strips; Frozen Vegetables: Corn on the Cob; French Fries; Frozen and Chilled Seafood Items, including King Crab Legs; Frozen Bread Wraps, including flavored wraps; Frozen Ready to Cook Foods; Frozen Ready to Bake bakery and Confectionery Items; Other Products for the HRI Sector.

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

### **Germany**

**Company Name:** American Fun Food GmbH

**Contact Person:** Mr. Martin Biewener, Head Buyer

**Website:** www.americanfunfood.de

**Type of Business:** importer and wholesaler

**Company Founded:**

**Annual Sales (USD):** \$

**Company Description:** American Fun Food is a reliable business partner with years of experience importing US foods and beverages.

**Products Currently Imported:** Dr. Pepper, Reese's, Nestle, Lifesavers, Keebler, Jif, Cheerios, Kellogg's, Swiss Miss, Duncan Hines, Betty Crocker, Jello, etc.

**Products of Interest:** "Coffee Bar" products (i.e. frappes, smoothies, tea powders, etc.) as well as other products, needed by cafés; Retail coffee products; Sweets (i.e. chocolate), Snacks and other "Typical American" foods (i.e. baking mixes, breakfast cereals, etc.).

### **Hong Kong**

**Company Name:** Chef's Garden Ltd.

**Contact Person:** Ms. Fung Wai Fong Ida, General Manager

**Website:** www.chefsgarden.net

**Type of Business:** importer, wholesaler, foodservice

**Company Founded:** 1999

**Annual Sales (USD):** \$

**Company Description:** Company is focused principally on providing food orders to small to medium sized restaurants and hotels in Hong Kong and Macau. Location in the Western Wholesale Market also allows delivery of fresh and frozen produce and grocery products to numerous supermarkets. Recently began sourcing much more product from U.S.

**Products Currently Imported:** Fresh produce, frozen pastry, chilled meats.

**Products of Interest:** foodservice condiments, spices, salad dressings, produce, time-saving items for fast food outlets, and sauces and preparations.

### **Jamaica**

**Company Name:** Wisynco Group Limited

**Contact Person:** Ms. Jo-Ann Causwell, Business Unit Manager

**Type of Business:** wholesaler

**Company Founded:** 1976

**Company Description:** Wisynco Group is among the largest food wholesalers and distributors in the Jamaican market. The foodservice segment currently presents the greatest opportunity for growth.

**Products Currently Imported:** Hershey's, General Mills, ConAgra Foods, Ocean Spray, Welch's, Campbell's, Nestle, James River.

**Products of Interest:** baked products, potato products (French fries), dairy products, innovative dry and refrigerated foods.

### **Japan**

**Company Name:** Mitsui Food Co., Ltd.

**Contact Person:** Mr. Yoshihiro Fukuda, Food Merchandise Manager

**Website:** www.mitsuifoods.co.jp

**Type of Business:** wholesaler

**Company Founded:** 1928

**Annual Sales (USD):** \$4.4 billion

**Company Description:** Mitsui Food is a large-scale and well-known food wholesaler in both the retail and foodservice industry in Japan. They are willing to develop quality import food variety and is interested in expanding their line of food imports.

**Products Currently Imported:** whole kernel corn

## ***Foodservice Buyers Mission***

*May 20-23, 2006*

### **Kuwait**

**Company Name:** Kuwait Agriculture Company

**Contact Person:** Mr. Mohd Nasouh Zaid Kaylani, General Manager

**Website:** www.ktagr.com

**Type of Business:**

**Company Founded:** 1969

**Annual Sales (USD):** \$

**Company Description:** 20 stores

**Products Currently Imported:** grape leaves, almonds, mayonnaise, shortening, frozen food, dairy products, etc.

**Products of Interest:** Cheeses: Shredded and Block Mozzarella; Frozen Poultry: Frozen Chicken, Whole, Parts and Leg Quarters; Frozen Beef; Other Products for the HRI Sector.

### **Mexico**

**Company Name:** Especia, S.A. de C.V.

**Contact Person:** Mr. Armando Gomez, Purchasing Director

**Website:** www.savorito.com

**Type of Business:** foodservice

**Company Founded:** 1995

**Annual Sales (USD):** \$

**Company Description:** All imports are of US origin. Company supplies restaurant and fast food chains, including one sushi restaurant owned by Mr. Gomez.

**Products Currently Imported:** dairy products, bakery products, frozen food, popcorn seed, nacho cheese sauce, popcorn oil, burritos, ice cream, jalapenos, sauces.

**Products of Interest:** Desserts; Sauces; Salad dressings; Snacks.