



- WHO:** Producers and exporters of U.S. food and beverage products
- WHAT:** The *American Café* at PRODEXPO – 11th International Exhibition in Moscow for the restaurant, foodservice, supermarket, and food processing sectors
- WHEN:** February 9-13, 2004
- WHERE:** ExpoCenter (Krasnaya Presnya Exhibition Center), Moscow, Russia
- WHY:** The largest trade exhibition of its kind in Russia, Prodexpo represents an excellent opportunity to present products to key food importers, distributors, retailers and processors in one of the fastest growing economies in the world

**THE RUSSIAN MARKET:**

- Population of 144 million, largely urban, with several major metropolitan centers
- Continued strong economic growth - projected at nearly six percent in 2003
- U.S. exports of consumer-oriented and intermediate products totaled more than \$520 million in 2002, with growing demand for a wide range of new items
- Increasing consumer confidence, with disposable income growing 15 percent per year
- Rapid expansion of western-style supermarkets, helping total retail sales to nearly double over the past three years

**BEST PRODUCTS:**

Fresh fruit; dried fruit & nuts; exotic juices; wine; wild rice; canned/packaged foods; microwave products (including popcorn); confectionery; poultry meat; beef; pork; intermediate products for further processing (soy food products, dried potato products; essential oils; flavorings; beverage bases/preparations); fish and seafood products

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**APPLICATION DEADLINE:** Nov. 30, 2003  
**PARTICIPATION FEE:** \$500 for the Café \*

\* A limited number of individual booths will also be available (at a higher price) – please contact us for further information

**PLEASE JOIN US IN THE AMERICAN CAFÉ AT PRODEXPO 2004!**