



Activity Calendar

2010

Exporting is competitive, and making the most of your marketing time and dollars takes expertise. Market entry services help U.S. suppliers find the right markets and reach the right buyers and importers.

ACTIVITY DESCRIPTIONS

BUYERS MISSIONS

Foreign buyers come to the U.S. to meet with suppliers like you during Buyers Missions. You can learn more about your products' export potential and build relationships with key industry buyers without the time and expense of overseas travel.

FOCUSED TRADE MISSIONS

Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product show-cases, assistance with lead follow-up, and a networking reception.

FOOD SHOW PLUS!™

This tradeshow enhancement service prepares you for and maximizes your international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, translation of your company's marketing material, on-site food industry interpreters, scheduled meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance.



WHICH ACTIVITIES ARE BEST FOR ME >

UNITED STATES OF AMERICA										
ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
BUYERS MISSIONS										
Specialty Foods Buyers Mission at the Winter Fancy Foods Show	January 17-19	San Francisco, California	■	■	■	■	■	■		
Northeast Buyers Mission	February 8-11	Philadelphia, New York, Boston	■	■	■	■	■	■	■	■
Frozen Food Buyers Mission at the AFFI Frozen Food Convention	February 27-28	San Diego, California	■	■				■	■	
Natural Products Buyers Mission at the Natural Products Expo West Show	March 12-14	Anaheim, California	■	■		■				
Seafood Buyers Mission at the International Boston Seafood Show	March 14-16	Boston, Massachusetts							■	
Pet Food Buyers Mission at the Global Pet Expo	March 25-27	Orlando, Florida	■							■
Food Service Buyers Mission at the National Restaurant Association Show	May 22-25	Chicago, Illinois		■		■	■	■		
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 25-27	Chicago, Illinois	■			■	■	■		
Deli and Bakery Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo	June 6-8	Houston, Texas	■	■						
Feed Ingredients Buyers Mission at the World Pork Expo	June 9-11	Madison, WI and Des Moines, IA								■
Caribbean and Central American Buyers Mission for Retail and Food Service	June 24-25	Miami, Florida	■	■						
Specialty Foods Buyers Mission at the Summer Fancy Foods Show	June 27-29	New York City, New York	■	■	■	■	■	■		
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 17-21	Chicago, Illinois			■					
Midwest Buyers Mission	July 26-30	Illinois, Michigan, Wisconsin	■	■	■	■	■	■		■
Bakery Ingredients Buyers Mission at the International Baking Industry Exposition	September 26-29	Las Vegas, Nevada			■					
Feed Ingredients Buyers Mission at the World Dairy Expo	September 28-October 3	Madison, Wisconsin								■
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	October 6-8	Atlanta, Georgia	■							
Natural Products Buyers Mission at the Natural Products Expo East Show	October 13-16	Boston, Massachusetts	■			■				
Food and Beverage Buyers Mission at the Americas Food and Beverage Show	November	Miami, Florida	■	■						
Private Label Buyers Mission at the Private Label Manufacturers Association Show	November	New York, New York						■		
FOOD EXPORT MARKETING FORUM										
Buyers Mission and Education Sessions	September 27-29	Chicago, Illinois	■	■	■			■		
CANADA										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at SIAL Canada	April 21-23	Montreal, Canada	■	■	■	■	■		■	
TRADE MISSIONS										
Focused Trade Mission to Canada for Retail and Private Label Products	June 13-15	Toronto, Canada	■						■	
Focused Trade Mission to Canada for Specialty and Natural Products	November 1-3	Toronto, Canada				■	■			
MEXICO										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at ANTAD	March 10-12	Guadalajara, Mexico	■	■		■	■		■	
Food Show PLUS!™ at Alimentaria Mexico	June 1-3	Mexico City, Mexico	■	■						
TRADE MISSIONS										
Focused Trade Mission to Mexico for Technical Food Ingredients	April 12-15	Mexico City, Mexico			■					
Focused Trade Mission to Mexico for Food Service Products	August 2-5	Mexico City, Mexico		■						
Focused Trade Mission to Northern Mexico for Retail Products	October 25-28	Monterrey, Mexico	■							

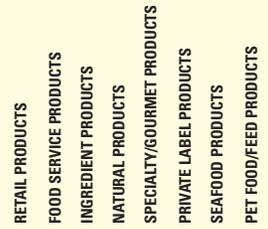
Please note: Dates and locations are subject to change, and upcoming activities are pending funding from the USDA. Please visit our website for more event information.

BRANDED PROGRAM

Receive up to 50% reimbursement through our Branded Program for many expenses associated with exhibiting at international tradeshows and participation in some Focused Trade Missions, as well as many other international marketing expenses. For more information regarding the Branded Program, complete the form on the last page and send it back in to us.

MARKET BUILDER

Discover your product's sales potential in international markets with the Market Builder Program. This service provides customized, in-market research to help you determine if a market is right for your product. For more information about the Market Builder Program, complete the form on the last page and send it back to us.



WHICH ACTIVITIES ARE BEST FOR ME >

CARIBBEAN, CENTRAL AMERICA AND SOUTH AMERICA										
ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
TRADE MISSIONS										
Focused Trade Mission to Colombia for Retail Products	April 12-15	Medellin and Bogata, Colombia	■							
Focused Trade Mission to Central America for Retail and Food Service Products	May 17-19	Guatemala City, Guatemala	■	■						
Focused Trade Mission to the Caribbean for Retail and Food Service Products	June 21-23	Dominican Republic	■	■						
Focused Trade Mission to SIAL Mercosur	August 25-27	Buenos Aries, Argentina	■	■						
EUROPE										
ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
FOOD SHOW PLUS!™										
Food Show PLUS!™ at ISM	January 31-February 3	Cologne, Germany	■				■			
Food Show PLUS!™ at the Food and Drink Expo	March 21-24	Birmingham, United Kingdom	■	■		■	■	■		■
Food Show PLUS!™ at Alimentaria Barcelona	March 22-26	Barcelona, Spain	■	■		■	■			
Food Show PLUS!™ at the Symposium on Fine Food and Drink	May 4-6	Munich, Germany	■			■	■			
Food Show PLUS!™ at Interzoo	May 13-16	Nuremberg, Germany								■
Food Show PLUS!™ at SIAL Paris	October 17-21	Paris, France	■	■	■	■	■	■	■	■
Food Show PLUS!™ at Health Ingredients Europe (HiE)	November 16-18	Madrid, Spain			■					
SEAFOOD TRADE SHOWS										
Seafood Trade Show at the European Seafood Exposition	April 27-29	Brussels, Belgium								■
MIDDLE EAST										
ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
BUYERS MISSIONS										
Buyers Mission at Gulfood	February 21-24	Dubai, UAE	■	■	■	■	■			■
FOOD SHOW PLUS!™										
Food Show PLUS!™ at Gulfood	February 21-24	Dubai, UAE	■	■		■	■			■
TRADE MISSIONS										
Focused Trade Mission to the Middle East for Retail and Food Service Products	November 15-18	Dubai, UAE	■	■						
ASIA										
ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
FOOD SHOW PLUS!™										
Food Show PLUS!™ at the Supermarket Tradeshow Japan	February 8-10	Tokyo, Japan	■							
Food Show PLUS!™ at the International Food and Beverage Exhibition (FOODEX)	March 2-5	Tokyo, Japan	■	■	■	■	■			■
Food Show PLUS!™ at AAHAR India	March 10-14	New Delhi, India	■	■	■					
Food Show PLUS!™ at Food Ingredients China	March 23-25	Shanghai, China			■					
Food Show PLUS!™ at Food and Hotel Asia	April 20-23	Singapore	■	■						
Food Show PLUS!™ at Seoul Food and Hotel	May 12-15	Seoul, Korea	■	■						
Food Show PLUS!™ at SIAL China	May 19-21	Shanghai, China	■	■	■	■	■	■		■
Food Show PLUS!™ at Taipei International Food Show	June 23-26	Taipei, Taiwan	■							
Food Show PLUS!™ at Natural Products Expo Asia	August 26-28	Hong Kong, China	■	■		■				

ACTIVITY LISTINGS CONTINUED ON LAST PAGE

RETAIL PRODUCTS
 FOOD SERVICE PRODUCTS
 INGREDIENT PRODUCTS
 NATURAL PRODUCTS
 SPECIALTY/GOURMET PRODUCTS
 PRIVATE LABEL PRODUCTS
 SEAFOOD PRODUCTS
 PET FOOD/FEED PRODUCTS

WHICH ACTIVITIES ARE BEST FOR ME >

ASIA ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
TRADE MISSIONS										
Focused Trade Mission to Vietnam and Thailand for Retail Products	September 15-18	Ho Chi Minh City, Vietnam and Bangkok, Thailand	■							
Focused Trade Mission to Japan for Health and Functional Ingredients	October 18-20	Tokyo, Japan			■					
Focused Trade Mission to India for Ingredient Products	October 20-23	Mumbai, India			■					
Focused Trade Mission to Korea for Health and Functional Ingredients	October 21-22	Seoul, Korea			■					
Focused Trade Mission to Hong Kong for Food Service Products	November 8-12	Hong Kong, China		■						
Focused Trade Mission to Taiwan for Food Service Products	November 15-19	Taipei, Taiwan		■						
Focused Trade Mission to Indonesia for Bakery Ingredients	December 6-8	Jakarta, Indonesia						■		
PRODUCT SHOWCASE AND CHEF TASTING										
Korea Culinary Camp and Showcase	September	Seoul, Korea		■						
Malaysia and Singapore Chef Tasting and Product Showcase	October 5-9	Kuala Lumpur, Malaysia and Singapore		■						

FOR MORE INFORMATION

Fax back to 312.334.9230, or visit our events calendar at www.foodexport.org or www.foodexportusa.org

COMPANY _____

CONTACT NAME _____ TITLE _____

STREET ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

PRODUCTS _____

Please send me information on the following activities:



Food Export Association
 of the Midwest USA®
 309 W. Washington, Suite 600
 Chicago, IL 60606
 T: 312/334-9200 F: 312/334-9230
www.foodexport.org
info@foodexport.org



Food Export USA® – Northeast
 One Penn Center
 1617 JFK Boulevard, Suite 420
 Philadelphia, PA 19103
 T: 215/829-9111 F: 215/829-9777
www.foodexportusa.org
info@foodexport.org

Food Export-Midwest and Food Export-Northeast prohibit discrimination in employment and services. Persons with disabilities who require alternative means of communication for program information or to request our full non-discrimination policy, please contact us.

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.