



# 2011



## Activity Calendar

Your guide to selecting the best international marketing activities to expand your export business

- Choose your product category
- Select your international markets
- Find the best activities to expand your export business

## ACTIVITY DESCRIPTIONS

### BUYERS MISSIONS

International 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

Focused Trade Missions bring U.S. suppliers to a country to meet with international 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 showcases, assistance with lead follow-up, and a networking reception.

### FOOD SHOW PLUS!™

This trade show enhancement service prepares you for and maximizes your international trade show 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
<b>BUYERS MISSIONS</b>										
Specialty Foods Buyers Mission at the Winter Fancy Food Show	January 15-17	San Francisco, California	■	■	■	■	■	■		
Northeast Buyers Mission	February 7 February 9 February 11	Philadelphia, Pennsylvania New York, New York Boston, Massachusetts	■	■	■	■	■	■	■	■
Frozen Food Buyers Mission in conjunction with the AFFI Frozen Food Convention	February 17 February 19-21	Chicago, Illinois San Francisco, California	■	■				■	■	
Natural Products Buyers Mission at the Natural Products Expo West Show	March 10-11	Anaheim, California	■	■		■				
Pet Food Buyers Mission at the Global Pet Expo	March 15-18	Orlando, Florida	■							■
Seafood Buyers Mission at the International Boston Seafood Show	March 19-22	Boston, Massachusetts							■	
Food Service Buyers Mission at the National Restaurant Association Show	May 21-24	Chicago, Illinois		■		■	■	■		
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 24-26	Chicago, Illinois	■			■	■	■		
Deli and Bakery Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo	June 4-7	Anaheim, California	■	■						
Feed Ingredients Buyers Mission at the World Pork Expo	June 8-10	Madison, WI and Des Moines, IA								■
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	June 11-15	New Orleans, LA and Chicago, IL			■					
Caribbean and Central American Buyers Mission for Retail and Food Service Products	June 15-17	Miami, Florida	■	■						
Specialty Foods Buyers Mission at the Summer Fancy Food Show	July 9-12	Washington, D.C.	■	■	■	■	■	■		
Midwest Buyers Mission	July 25-29	Columbus, Minneapolis, Chicago	■	■	■	■	■	■		■
Natural Products Buyers Mission at the Natural Products Expo East Show	September 21-24	Baltimore, Maryland	■	■		■				
Retail Buyers Mission at the National Association of Convenience Stores Show	October 1-4	Chicago, Illinois	■							
Feed Ingredients Buyers Mission at the World Dairy Expo	October 4-8	Madison, Wisconsin								■
Private Label Buyers Mission at the Private Label Manufacturers Association's Show	November 12	Chicago, Illinois	■					■		
<b>FOOD EXPORT MARKETING FORUM</b>										
Education Sessions	September 27-28	Boston, Massachusetts	■	■	■			■		
<b>CANADA</b>										
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at the Canadian Produce Marketing Association Trade Show	April 13-15	Montreal, Canada		■		■				
Food Show PLUS!™ at SIAL Canada	May 11-13	Toronto, Canada	■	■	■	■	■		■	
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to Canada for Retail and Food Service	June 6-8	Vancouver, Canada	■	■	■	■	■	■		
Focused Trade Mission to Canada for Specialty and Natural Products	September 12-14	Toronto, Canada	■			■	■	■		
<b>MEXICO</b>										
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at ANTAD	March 9-11	Guadalajara, Mexico	■	■		■	■		■	
Food Show PLUS!™ at Exphotel	June 14-17	Cancun, Mexico	■	■		■	■		■	
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to Mexico for Private Label	August 8-11	Mexico City, Mexico							■	
Focused Trade Mission to Northern Mexico for Retail Products	November 16-19	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 trade shows 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 to us.

### MARKET BUILDER

Discover your products' 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.

- 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 >

CARIBBEAN, CENTRAL AMERICA, AND SOUTH AMERICA										
ACTIVITY	DATE	LOCATION								
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at SIAL Mercosur	August 24-26	Buenos Aires, Argentina	■	■						
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to Colombia for Retail and Food Ingredient Products	April 11-14	Bogota and Medellin, Colombia	■		■					
Focused Trade Mission to Central America for Retail and Food Service Products	May 16-19	Panama and El Salvador	■	■						
Focused Trade Mission to the Caribbean for Retail and Food Service Products	September 12-15	Trinidad and Tobago	■	■						
EUROPE										
ACTIVITY	DATE	LOCATION								
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at SIRHA	January 22-26	Lyon, France		■					■	
Food Show PLUS!™ at ISM	January 30-February 2	Cologne, Germany	■				■			
Food Show PLUS!™ at the Symposium on Fine Food + Drink	May 4-6	Munich, Germany	■				■			
Food Show PLUS!™ at ANUGA	October 8-12	Cologne, Germany	■	■	■	■	■	■	■	
Food Show PLUS!™ at Food Ingredients Europe (FIE)	Nov. 29-Dec. 1	Paris, France				■				
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to London for Specialty and Natural Products	October 13-14	London, England					■	■		
<b>BUYERS MISSIONS</b>										
Buyers Mission at ANUGA	October 8-12	Cologne, Germany	■	■	■	■	■	■	■	
<b>SEAFOOD TRADE SHOWS</b>										
Seafood Trade Show at the European Seafood Exposition	May 3-5	Brussels, Belgium							■	
MIDDLE EAST										
ACTIVITY	DATE	LOCATION								
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at Gulfood	February 28-March 2	Dubai, UAE	■	■		■	■		■	
Food Show PLUS!™ at SIAL Middle East	November 22-24	Abu Dhabi, UAE	■	■		■	■	■		
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to the Middle East for Retail and Food Service Products	November	Dubai, UAE	■	■						
ASIA										
ACTIVITY	DATE	LOCATION								
<b>FOOD SHOW PLUS!™</b>										
Food Show PLUS!™ at the Supermarket Trade Show Japan	February 8-10	Tokyo, Japan	■							
Food Show PLUS!™ at the International Food and Beverage Exhibition (FOODEX)	February 28-March 4	Tokyo, Japan	■	■	■	■	■	■	■	
Food Show PLUS!™ at AAHAR India	March 8-14	New Delhi, India	■	■	■					
Food Show PLUS!™ at Food Ingredients China	March 23-28	Shanghai and Beijing, China					■			
Food Show PLUS!™ at Seoul Food and Hotel	April 25-30	Seoul, Korea	■	■						
Food Show PLUS!™ at HOFEX	May 10-14	Hong Kong, China	■	■	■	■	■		■	
Food Show PLUS!™ at SIAL China	May 15-20	Wuhan and Shanghai, China	■	■	■	■	■		■	
Food Show PLUS!™ at the International Food Ingredients and Additives Exhibition Japan	May 18-20	Tokyo, Japan					■			

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
<b>FOOD SHOW PLUS!™ (CONTINUED)</b>										
Food Show PLUS!™ at the Taipei International Food Show	June 21-25	Taipei, Taiwan	■							
Food Show PLUS!™ at Natural Products Expo Asia	August	Hong Kong, China	■	■	■					
Food Show PLUS!™ at Asia Seafood Show	September 7-9	Hong Kong, China							■	
Food Show PLUS!™ at Food and Hotel Vietnam	September 28-30	Ho Chi Minh, Vietnam		■						
Food Show PLUS!™ at Food and Hotel China	November 9-11	Shanghai, China	■	■						
Food Show PLUS!™ at the China Fisheries and Seafood Expo	November/December	Dalian, China							■	
<b>FOCUSED TRADE MISSIONS</b>										
Focused Trade Mission to Thailand for Food Service	August 29-31	Bangkok, Thailand		■						
Focused Trade Mission to Korea for Specialty Foods	Aug. 29-Sept. 1	Seoul, Korea					■			
Focused Trade Mission to China for Food Service	September 1-4	Shanghai and Hangzhou, China		■						
Focused Trade Mission to Hong Kong for Food Service	September 5-6	Hong Kong, China		■						
Focused Trade Mission to Indonesia and the Philippines for Bakery Ingredients	October 24-28	Jakarta, Indonesia and Manila, Philippines				■				
Focused Trade Mission to Taiwan for Food Service and Ingredient Products	November 17-18	Taipei, Taiwan		■	■					
Focused Trade Mission to India for Retail Products and Ingredient Products	December 3-9	New Delhi and Mumbai, India	■			■				

## FOR MORE INFORMATION

Fax back to 312.334.9230, or visit our events calendar at [www.foodexport.org](http://www.foodexport.org) or [www.foodexportusa.org](http://www.foodexportusa.org)

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

PRODUCTS \_\_\_\_\_

Please send me information on the following activities:

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