

2007 - 2008

Calendar of USDA- Endorsed Trade Shows



United States
Department of
Agriculture

Foreign
Agricultural
Service

Overseas
Trade Support
Branch

www.fas.usda.gov

2007

All events are for food and beverages unless otherwise indicated.

Event	Date	Location
WESTERN HEMISPHERE		
Canadian Food & Beverage	February 18-20	Toronto, Ontario
ANTAD	March 14-16	Guadalajara, Mexico
SIAL Montreal	March 28-30	Montreal, Canada
Expo Alimentos	April 14-15	San Juan, Puerto Rico
U.S. Food Export Showcase (Food Marketing Institute/FMI)	May 6-8	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May 19-22	Chicago, Illinois
Alimentaria Mexico	June 5-7	Mexico City, Mexico
EXPHOTEL	June 13-15	Cancun, Mexico
SIAL Mercosur	August 28-31	Buenos Aires, Argentina
Abastur	October 3-5	Mexico City, Mexico
Americas Food & Beverage	October 29-31	Miami, Florida
ASIA		
FOODEX Japan	March 13-16	Tokyo, Japan
Seoul Food & Hotel Korea	April 24-27	Seoul, Korea
SIAL China	May 10-12	Shanghai, China
HOFEX	May 13-16	Hong Kong
International Food Ingredients & Additives Japan (IFIA)	May 30-June 1	Tokyo, Japan
Food & Hotel China, Beijing	June 13-15	Beijing, China
Food Taipei	June 21-24	Taipei, Taiwan
Asia Food Expo	September 5-8	Manila, Philippines
Food Ingredients Asia (Fi Asia)	September 26-28	Bangkok, Thailand
Food & Hotel Vietnam	October 30-November 1	Ho Chi Minh City, Vietnam
Food & Hotel China, Shanghai	November 14-16	Shanghai, China
Health Ingredients Japan (Hi Japan)	November 20-22	Tokyo, Japan
AUSTRALIA		
Fine Food Australia (NEW!)	September 24-27	Sydney, Australia
EUROPE/RUSSIA		
Sirha	January 20-24	Lyon, France
Fruit Logistica	February 8-10	Berlin, Germany
BioFach (organics)	February 15-18	Nuremberg, Germany
International Food & Drink Exhibition (IFE) London	March 18-21	London, United Kingdom
European Seafood Exposition	April 24-26	Brussels, Belgium
World Food Moscow	September 18-21	Moscow, Russia
ANUGA	October 13-17	Cologne, Germany
Food Ingredients Europe (Fi Europe)	October 30- November 1	London, United Kingdom
AFRICA/MIDDLE EAST		
Gulfood	February 19-22	Dubai, United Arab Emirates
Alimenticia Angola	May 3-6	Luanda, Angola
Morocco (American Café)	June 4-6	Casablanca, Morocco
Libya (NEW!)	December 3-5	Tripoli, Libya



All events are for food and beverages unless otherwise indicated.

2008

Event	Date	Location
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WESTERN HEMISPHERE

Canadian Food & Beverage/Hostex	March 2-4	Toronto, Ontario
ANTAD	March 12-14	Guadalajara, Mexico
Expo Alimentos	April	San Juan, Puerto Rico
U.S. Food Export Showcase	May	TBA
American Food Fair (National Restaurant Association/NRA)	May 17-20	Chicago, Illinois
Alimentaria Mexico	June 3-5	Mexico City, Mexico
EXPHOTEL	June 11-13	Cancun, Mexico
Abastur	October 1-3	Mexico City, Mexico
Americas Food & Beverage	TBA	Miami, Florida

ASIA

FOODEX Japan	March 11-14	Tokyo, Japan
Seoul Food & Hotel Korea	April	Seoul, Korea
Food & Hotel Asia	April 22-25	Singapore, Singapore
Food Taipei	June 18-21	Taipei, Taiwan
International Food Ingredients & Additives Japan (IFIA)	May 30-June 1	Tokyo, Japan
SIAL China	May 14-16	Shanghai, China
Asia Food Expo	September	Manila, Philippines
Food Ingredients Asia (Fi Asia)	September	TBA
Health Ingredients Japan (Hi Japan)	October	Tokyo, Japan
Food & Hotel China, Shanghai	November 11-13	Shanghai, China

AUSTRALIA

Fine Food Australia	September 8-11	Melbourne, Australia
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EUROPE/RUSSIA

Fruit Logistica	February 7-9	Berlin, Germany
BioFach (organics) [Tentative]	February 16-19	Nuremberg, Germany
Alimentaria Barcelona	March 10-14	Barcelona, Spain
European Seafood Exposition	TBA	Brussels, Belgium
International Food & Drink Exhibition (IFE) Poland [Tentative]	May	Warsaw, Poland
World Food Moscow	September	Moscow, Russia
SIAL Paris	October 19-23	Paris, France
Health Ingredients Europe (Hi Europe)	November 11-13	Paris, France

AFRICA/MIDDLE EAST

Gulfood	February 24-27	Dubai, United Arab, Emirates
Alimenticia Angola	April	Luanda, Angola
Morocco (American Café)	June	Casablanca, Morocco
Libya	December	Tripoli, Libya

Notice on Product Origin Requirement: Products exhibited in the show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

American Café: Allows U.S. companies to test overseas markets with minimal investment. FAS displays and offers samples of participants' products at overseas trade shows within the U.S. Pavilion. Prices and rules may vary.

Fliers detailing these shows are available online at: http://www.fas.usda.gov/agx/trade_events/trade_events.asp. You can find out more by visiting our Web site, or calling a trade show specialist—their numbers are listed on the back of this calendar.





Your Global Connection

Making international trade work for you...

You Need a Presence

FAS staff know how critical meeting the customer can be to making the sale. That's why we've got you covered with shows in almost every part of the world. China, Mexico and France are just a few of the locations. The USA banner draws crowds because it is a world-recognized sign of high quality and safe foods that are fresh, flavorful and fun. The broad range of products stimulates buyers' interest and expands their knowledge of what is available.

You Expect a Good Deal

When USDA links its name with a show, it's your assurance of high standards at a fair price. You can expect a full-service booth with electric hook-up and a business lounge. You'll get marketing services, including reports on the country and its buyers, and even limited public relations help. Your company will also be listed in the pavilion show catalog.

You Want Experience

No other organization can offer USDA's decades of expertise in promoting U.S. food and agricultural products overseas. Our trade show experts can help you make the most of your overseas experience. FAS attachés and staff, stationed at U.S. embassies worldwide, will give you invaluable insight and contacts as you seek new markets.

Get Started: Here and Now

If you know which country is right for you, give our trade show experts a call. They are ready to help you make your connection to the world.



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