2011-2012

Calendar of USDA - Endorsed Trade Shows

USA

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United States Department of Agriculture
Foreign Agricultural Service
Trade Services Staff

2011

Event	Date *	Location
WESTERN HEMISPHERE		
CRFA Show	March 6-8	Toronto, Ontario
ANTAD	March 9-11	Guadalajara, Mexico
SIAL Canada	May 11-13	Toronto, Canada
American Food Fair (National Restaurant Association/NRA)	May 22-24	Chicago, Illinois
Alimentaria Mexico	May 31-June 2	Mexico City, Mexico
EXPHOTEL	June 15-17	Cancun, Mexico
SIAL Mercosur	August 24-26	Buenos Aires, Argentina
Abastur	September 20-22	Mexico City, Mexico
Americas Food & Beverage	November	Miami Beach, Florida
ASIA		
FOODEX Japan	March 1-4	Tokyo, Japan
VIV Asia (NEW)	March 9-11	Bangkok, Thailand
Food & Hotel Indonesia (RETURNING)	April 6-9	Jakarta, Indonesia
Seoul Food & Hotel	April 26-29	Seoul, Korea
HOFEX	May 11-14	Hong Kong
SIAL China	May 18-20	Shanghai, China
International Food Ingredients & Additives Exhibition (IFIA)	May 18-20	Tokyo, Japan
Food Taipei	June 22-25	Taipei, Taiwan
Asia Fruit Logistica	September 6-8	Hong Kong
Food Ingredients Asia (Fi Asia)	September 21-23	Bangkok, Thailand
Food & Hotel Vietnam	September 28-30	Ho Chi Minh City, Vietnam
Food & Hotel China, Shanghai	November 16-18	Shanghai, China
AUSTRALIA		
Fine Food Australia	September 5-8	Sydney, Australia
EUROPE/RUSSIA		
Sirha	January 22-26	Lyon, France
Fruit Logistica	February 9-11	Berlin, Germany
BioFach (organics)	February 16-19	Nuremberg, Germany
International Food & Drink Exhibition (IFE) London	March 13-16	London, United Kingdom
European Seafood Exposition	May 3-5	Brussels, Belgium
World Food Moscow	September 13-16	Moscow, Russia
ANUGA	October 8-12	Cologne, Germany
Food Ingredients Europe (Fi Europe)	November 29-Dec. 1	Paris, France
AFRICA/MIDDLE EAST		
Gulfood	February 27-March 2	Dubai, United Arab Emirates

"Products exhibited in the USA Pavilion 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 of U.S. origin content by volume or value, exclusive of added water".

** Dates subject to change*

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2012

Event	Date *	Location
WESTERN HEMISPHERE		
CRFA Show	March 4-6	Toronto, Ontario
ANTAD	March	Guadalajara, Mexico
EXPHOTEL VALLARTA (Tentative)	April	Puerto Vallarta, Mexico
FMI (U.S. Food Export Showcase)	May 1-2	Dallas, Texas
SIAL Canada	May 9-11	Montreal, Canada
American Food Fair (National Restaurant Association/NRA)	May 20-22	Chicago, Illinois
Alimentaria Mexico	June	Mexico City, Mexico
EXPHOTEL	June	Cancun, Mexico
Abastur	September	Mexico City, Mexico
Americas Food and Beverage	October	Miami, Florida
ASIA		
Supermarket Trade Show (NEW) (Tentative)	February	Tokyo, Japan
FOODEX Japan	March 6-9	Tokyo, Japan
AAHAR	March	New Delhi, India
Food Ingredients China (FIC) (NEW) (Tentative)	March	Shanghai, China
Food & Hotel Asia	April 17-20	Singapore, Singapore
Bakery China (NEW) (Tentative)	May	Shanghai, China
SIAL China	May 8-10	Shanghai, China
Seoul Food & Hotel	May 8-11	Seoul, Korea
International Food Ingredients & Additives Exhibition (IFIA)	May 16-18	Tokyo, Japan
Food Taipei	June	Taipei, Taiwan
Asia Fruit Logistica	September	Hong Kong
Food Ingredients Asia (Fi Asia)	September	Jakarta, Indonesia
Food & Hotel China, Shanghai	November 15-17	Shanghai, China
AUSTRALIA		
Fine Food Australia	September 10-13	Melbourne, Australia
EUROPE/RUSSIA		
Fruit Logistica	February 8-10	Berlin, Germany
BioFach (organics) (Tentative)	February 15-18	Nuremberg, Germany
Alimentaria Barcelona	March 26-29	Barcelona, Spain
European Seafood Exposition	April	Brussels, Belgium
Vitafoods Europe (NEW) (Tentative)	May	Geneva, Switzerland
World Food Moscow	September	Moscow, Russia
SIAL Paris	October 21-25	Paris, France
Health Ingredients Europe (Hi Europe)	November 13-15	Frankfurt, Germany
AFRICA/MIDDLE EAST		
Gulfood	February 19-22	Dubai, United Arab Emirates
Morocco (American Cafe)	June	Casablanca, Morocco

* *Dates subject to change*

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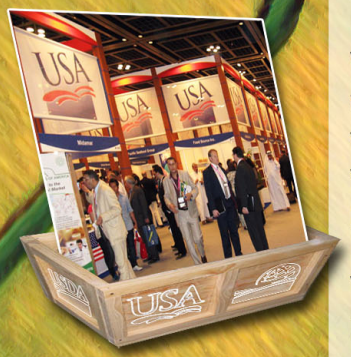
FAS Your Global Connection



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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