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2012 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*



Food Export–Midwest and Food Export–Northeast are pleased to present the 2012 Activity Calendar. It provides easy access to all of our programs, services, and events for the entire year. You will find events organized by location, type, and product category.

You can use this guide to plan and select events that will maximize your exposure in key markets, help you meet key buyers, and increase your export success. Begin planning now and select your activities, then visit www.foodexport.org to get complete details and register early to secure your spot as space is usually limited.

FOCUSED TRADE MISSIONS

There's no better way to immerse yourself in a potential market than participating in a Food Export Focused Trade Mission. Get a handle on a foreign market, explore the retail sector, analyze the competitive landscape, and learn about the potential of your product. Focused Trade Missions include a market analysis of your product prior to your 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. You may be eligible to receive 50 percent reimbursement on your participation in selected Focused Trade Missions through our Branded Program.

FOOD SHOW PLUS!™

Don't exhibit at an international tradeshow without Food Export's Food Show PLUS!™. Our tradeshow enhancement services are available at some of the largest, most well attended shows across Asia, Europe, and the Middle East. Services are customized around you and are unique to each show to maximize your experience. Typical services 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. Food Show PLUS!™ makes exhibiting internationally easy so you can focus on selling product. Also, don't forget that you may be eligible to receive 50 percent reimbursement on your exhibit space expenses through our Branded Program.

UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
BUYERS MISSIONS			
Specialty Foods Buyers Mission at the Winter Fancy Foods Show	Jan. 15-17	San Francisco, California	● ● ● ● ● ● ● ●
Northeast Buyers Mission	Feb. 6-10	Philadelphia; New York City; Boston	● ● ● ● ● ● ● ●
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	Feb. 17-22	San Diego, California	● ● ● ● ● ● ● ●
Pet Food Buyers Mission at the Global Pet Expo	Feb. 28-Mar. 2	Orlando, Florida	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo West Show	Mar. 8-11	Anaheim, California	● ● ● ● ● ● ● ●
Seafood Buyers Mission at the International Boston Seafood Show	Mar. 10-13	Boston, Massachusetts	● ● ● ● ● ● ● ●
U.S. Food Export Showcase Buyers Mission at Food Marketing Institute Show	May 1-3	Dallas, Texas	● ● ● ● ● ● ● ●
Food Service Buyers Mission at the National Restaurant Association Show	May 5-8	Chicago, Illinois	● ● ● ● ● ● ● ●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 8-10	Chicago, Illinois	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Pork Expo	Jun. 4-12	Madison, Wisconsin; Des Moines, Iowa	● ● ● ● ● ● ● ●
Dairy, Deli and Bakery Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo	Jun. 9-12	New Orleans, Louisiana	● ● ● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	Jun. 25-28	Las Vegas, Nevada	● ● ● ● ● ● ● ●
Caribbean and Central American Buyers Mission for Retail and Food Service Products	Jun.	Miami, Florida	● ● ● ● ● ● ● ●
Specialty Foods Buyers Mission at the Summer Fancy Foods Show	Jun. 16-19	Washington, D.C.	● ● ● ● ● ● ● ●
Midwest Buyers Mission	Jul. 23-28	Wisconsin; Michigan; Chicago, Illinois	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo East Show	Sep.	Baltimore, Maryland	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Dairy Expo	Oct. 2-6	Madison, Wisconsin	● ● ● ● ● ● ● ●
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	Oct. 7-10	Las Vegas, Nevada	● ● ● ● ● ● ● ●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov.	Rosemont, Illinois	● ● ● ● ● ● ● ●
FOOD EXPORT MARKETING FORUM™			
Buyers Showcase and Education Sessions	Oct. 2-3	Chicago, Illinois	● ● ● ● ● ● ● ●
CANADA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at the Canadian Restaurant and Foodservices Association Show*	Mar. 4-6	Toronto, Canada	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Canada*	May 9-11	Montreal, Canada	● ● ● ● ● ● ● ●
FOCUSED TRADE MISSIONS			
Focused Trade Mission to Canada for Specialty and Natural Products*	Sep.	Toronto, Canada	● ● ● ● ● ● ● ●
MEXICO			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at ANTAD*	Mar. 14-16	Guadalajara, Mexico	● ● ● ● ● ● ● ●
FOCUSED TRADE MISSIONS			
Focused Trade Mission to Mexico for Technical Food Ingredients*	Apr. 23-26	Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Private Label Products*	Aug.	Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Northern Mexico*	TBD	Mexico	● ● ● ● ● ● ● ●
CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at SIAL Brazil*	Jun. 25-28	São Paulo, Brazil	● ● ● ● ● ● ● ●
FOCUSED TRADE MISSIONS			
Focused Trade Mission to Costa Rica and Colombia for Food Service and Retail Products*	Apr.	Costa Rica; Colombia	● ● ● ● ● ● ● ●
Focused Trade Mission to the Caribbean for Foodservice Products at Asonahores*	Aug./Sep.	Santo Domingo, Dominican Republic	● ● ● ● ● ● ● ●
Focused Trade Mission to Brazil and Chile*	Nov.	Brazil and Chile	● ● ● ● ● ● ● ●

Based on our years of experience in providing export assistance to thousands of companies throughout the Midwest and Northeast, these events represent your best opportunities to maximize your export experience and increase your sales in foreign markets. Our network of In-Market Representatives and Buyers are ready to assist you and are a critical part of your success. Use these resources to your advantage.

BUYERS MISSIONS

Our Buyers Missions provide a one-of-a-kind experience that puts you and your products in front of buyers from various regions of the world who are aggressively seeking to import U.S. products. You'll meet with several buyers during one or multiple day sessions. Buyers Missions are an extremely efficient, effective, and inexpensive way to get your product in front of motivated buyers. You will leave a Buyers Mission with new contacts as well as new perspectives and information about how your product will fare in foreign markets. Check out the Buyers Mission section to find the events in your area that are best for you.

BRANDED PROGRAM

Make sure you're enrolled in the Branded Program to gain maximum benefit of our programs and services. If you're eligible, the Branded Program, funded by the USDA, Foreign Agricultural Service's Market Access Program, provides 50 percent reimbursement for many expenses associated with exhibiting at international tradeshows and participation in some Focused Trade Missions, as well as many other international marketing expenses. Activities that are Branded Eligible are noted on the list below.

WHICH ACTIVITIES ARE BEST FOR ME?

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

EUROPE	DATE	LOCATION	PRODUCTS							
FOOD SHOW PLUS!™										
Food Show PLUS!™ at ISM*	Jan. 29-Feb. 1	Cologne, Germany	●				●			
Food Show PLUS!™ at Interzoo*	May 17-20	Nuremberg, Germany								●
Food Show PLUS!™ at the Vitafoods Europe*	May 22-24	Geneva, Switzerland	●			●	●			
Food Show PLUS!™ at the Private Label Manufacturers Association Show*	May 22-23	Amsterdam, The Netherlands							●	
Food Show PLUS!™ at SIAL Paris*	Oct. 21-25	Paris, France	●	●	●	●	●	●	●	●
Food Show PLUS!™ at Health Ingredients Europe (HiE)*	Nov. 13-15	Frankfurt, Germany			●	●				
FOCUSSED TRADE MISSIONS										
Focused Trade Mission to Poland and Czech Republic*	Oct.	Warsaw, Poland; Prague, Czech Republic	●	●		●		●		
SEAFOOD TRADESHOWS										
Seafood Tradeshow at the European Seafood Exposition*	Apr. 24-26	Brussels, Belgium								●
MIDDLE EAST										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at Gulfood*	Feb. 19-22	Dubai, UAE	●	●		●	●			●
Food Show PLUS!™ at SIAL Middle East*	Nov. 26-28	Abu Dhabi, UAE	●	●		●	●	●		
FOCUSSED TRADE MISSIONS										
Focused Trade Mission to the Middle East*	Fall	Dubai, UAE; Qatar	●	●	●					
ASIA										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at the Supermarket Tradeshow Japan*	Feb. 1-3	Tokyo, Japan	●							
Food Show PLUS!™ at FOODEX*	Mar. 6-9	Tokyo, Japan	●	●	●	●	●			●
Food Show PLUS!™ at Food Ingredients China*	Mar. 28-30	Shanghai, China			●					
Food Show PLUS!™ at Food and Hotel Asia*	Apr. 17-20	Singapore	●	●						
Food Show PLUS!™ at Seoul Food and Hotel*	May 8-11	Seoul, Korea	●	●						
Food Show PLUS!™ at SIAL China*	May 9-11	Shanghai, China	●	●	●	●	●			●
Food Show PLUS!™ at the International Food Ingredients and Additives Exhibition Japan*	May 23-25	Tokyo, Japan			●					
Food Show PLUS!™ at Natural Products Expo Asia*	Sep.	Hong Kong, China	●	●		●				
Food Show PLUS!™ at Asia Seafood Exposition*	Sep.	Hong Kong, China		●						●
Food Show PLUS!™ at the China Fisheries and Seafood Expo*	Nov.	Qingdao, China		●						●
Food Show PLUS!™ at Annapoorna World of Food India*	Nov.	Mumbai, India	●	●		●	●	●		
FOCUSSED TRADE MISSIONS										
Focused Trade Mission to Taiwan for Food Service Products*	Mar.	Taiwan		●						
Focused Trade Mission to India for Food Service Products*	Mar.	India						●		
Focused Trade Mission to Vietnam for Retail Products*	Apr.	Vietnam		●						
Focused Trade Mission to Thailand and Indonesia for Food Ingredients*	Oct.	Thailand; Indonesia			●					
Focused Trade Mission to Hong Kong and Guangzhou for Food Service and Retail Products*	Fall	Hong Kong, China; Guangzhou, China		●	●					
Focused Trade Mission to Japan and Hong Kong for "Better for You" Foods*	Oct.	Japan; Hong Kong, China	●		●					
Focused Trade Mission to Korea for Bakery Ingredients*	Fall	Korea			●					
Focused Trade Mission to Korea for Processed Products*	Fall	Korea	●			●	●	●		

PLEASE NOTE: Dates and locations are subject to change and upcoming activities are pending funding from the USDA.

*Branded Program Eligible

Begin Planning Your 2012 Exporting Activities Now!

Food Export–Midwest and Food Export–Northeast can help no matter where you are on your exporting path. Select the programs and services that are right for you. We can help take the fear out of exporting and help you seize opportunities in emerging markets.

BEGINNING EXPORTERS

You have successfully sold products in the U.S. market. Maybe your product has even reached a foreign market through direct or indirect exporting. You are committed to developing export markets and have the staff, time, and resources to dedicate to the process.

Beginning Exporters can choose from a number of Exporter Education resources at www.foodexport.org.

EXPORT READINESS SURVEY will help you get started and help you determine your export readiness, learn how to succeed in foreign markets, and recommend products and services that best fit your needs.

FOOD EXPORT HELPLINE is a free service that can help you discover your product's export potential, learn about regulations surrounding your product, find market research, pricing, and logistics information.

EXPORT ESSENTIALS ONLINE is an educational tool that can provide the basics and fundamentals of exporting. Use this resource to educate yourself and your staff on how to export and why to export.

SEMINARS AND WEBINARS are held several times throughout the year. Seminars are held throughout the Midwest and Northeast or enjoy the convenience of our webinars. Check out the complete schedule at www.foodexport.org.

PUT OUR EXPERIENCE TO WORK FOR YOU

Should you have questions or need help planning, call our Outreach and Customer Service team in the Midwest at 312.334.9200 or in the Northeast at 215.829.9111. They are ready to help you select events, answer your questions, and handle your registration if needed.

INTERMEDIATE AND ADVANCED EXPORTERS

You have done your homework and you're ready to enter markets or expand into new markets and promote your products overseas. Buyers Missions, Focused Trade Missions, Food Show Plus!™, and our Market Builder programs offer unique and cost effective opportunities to help you establish your products, meet with foreign buyers, receive market research, and expand your sales.

BRANDED PROGRAM

Don't forget the Food Export–Midwest and Food Export–Northeast Branded Program. You may qualify to receive 50 percent reimbursement for international marketing expenses. Visit www.foodexport.org.



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.foodexport.org
info@foodexport.org