

USA PAVILION at Sirha 2009

International Hotel Catering and Food Trade Exhibition

January 24 - 28, 2009
Eurexpo - Lyon, France



GENERAL INFORMATION

Sirha is arguably the trendiest show in the foodservice sector with attention-grabbing cooking contests, the world famous *Bocuse d'Or*, and the *World Pastry Cup*. This biennial event has become the international event for the foodservice sector, and is the only trade fair in the world where exhibitors join with chefs to show their products and wares, often testing their innovations on the spot.

Sirha offers a unique experience when it comes to demonstrations, being the only place where chefs and distributors, products and equipment come together with the kind of chemistry that business loves. **Sirha 2009** will take place at Eurexpo in Lyon, France, January 24-28, 2009.

SHOW FACTS

Sirha 2007 was a magnificent and inspiring event, attracting 1,985 international exhibitors from 26 countries. Switzerland, Spain, Belgium, Japan, Norway, Italy, Germany, the United States, and Sweden were the countries with the largest presence. Forty-nine percent of the exhibitors represented the Food and Drink industry, while 21 percent were from the Catering, Equipment and Café Trade industries, followed by 14 percent from the Tableware, Hotel Equipment and New Technology industries. Approximately 133,000 decision makers attended **Sirha 2007**, including some 14,000 international visitors from 106 countries, taking advantage of the show's synergy and networking opportunities, a 20 percent increase compared to 2005.

MARKET INFORMATION

Sirha is the ideal place for U.S. exhibitors to test or launch new products and flavors, and is a great springboard for innovations in a promising European marketplace. The foodservice sector in Europe is currently valued at €375 billion (\$585 billion), including €75 billion (\$117 billion) in France alone, with over nine billion meals served yearly. The European foodservice sector has been growing at an annual rate of five percent in the previous years.

TOP U.S. MARKET OPPORTUNITIES

Fish and seafood, meat, fruits and vegetables, fruit juices and soft drinks, wines, sauces and salad dressings, spices, dried fruits and nuts, frozen foods, ethnic food products, breakfast cereals, rice and pulses, desserts.

The USA Pavilion at Sirha 2009 is endorsed by the U.S. Department of Agriculture, Foreign Agricultural Service.

For additional information contact:

B-FOR INTERNATIONAL

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USA PAVILION PARTICIPATION CONDITIONS

All firms exhibiting in the USA Pavilion at a USDA endorsed 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.

USA PAVILION

The USA Pavilion offers an easy, cost-effective way to exhibit, with full assistance before and during the show:

COMPLETE BOOTH PACKAGE: €775/m², incl.:

- Exhibit space (minimum 9 m²)
- Fully furnished booth w/: carpeting, walls, lighting, company signage, counter w/ bar stool, table, 3 chairs, trash bin, 3 shelves, electric outlet
- Daily booth cleaning
- Full access to all USA Pavilion services:
 - Hospitality Lounge
 - Business services, incl. wireless Internet
- Listing in Show Catalogue and USA Directory
- Three (3) Exhibitor Passes per 9 m²
- Co-exhibitor: €275 incl.: one (1) Exhibitor Pass one Co-Exhibitor per 3 m² allowed

SPACE ONLY: €350/m² incl.:

- Exhibit space (minimum 18 m²)
- Daily booth cleaning
- Full access to all USA Pavilion services
- Show Catalogue and USA Directory listing.
- Five (5) Exhibitor Passes per 18 m²
- Co-exhibitor: €275 incl.: one (1) Exhibitor Pass one Co-Exhibitor per 6 m² allowed

FUNDING AVAILABILITY

Your company may be eligible to take advantage of a financial support program that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USDA-endorsed USA Pavilion, eligible companies can receive reimbursement for up to 50 percent of exhibition-related expenses, including exhibiting fees, international travel costs, set-up rental, and freight. Contact the State Regional Trade Group in your geographic area for Branded Program application details:

Food Export USA Northeast

www.foodexportusa.org

Food Export Association of the Midwest USA

www.foodexport.org

SUSTA (Southern United States Trade Association)

www.susta.org

WUSATA (Western United States Agricultural Trade Association)

www.wusata.org