



TRADE MISSION OPPORTUNITY

TRADE MISSION

SAO PAULO, BRAZIL



What:



FAS is sponsoring a trade mission to Sao Paulo before SIAL Mercosul 2003. Eligible expenses are reimbursable through the Market Access Program branded program, administered by FAS commodity organizations and state-regional trade groups. The mission will help U.S. exporters of high-value food products find sales opportunities. Activities include site tours, industry speakers, a product display and one-on-one meetings with importers. The Sao Paulo Supermarket Association will discuss the retail sector. The Brazilian Food Processors Organization will provide insight into trends, and a leading food import/food safety consulting firm will give guidance on "clearance do's and don'ts." Participants can exhibit products and meet buyers from other countries at SIAL Mercosul.

When:

Sept. 10-12, 2003

The Market:

Brazil is the world's tenth largest economy and South America's most populous nation, with 180 million consumers. Sao Paulo, which has 10 percent of the population and the most affluent consumers, is Brazil's financial and food processing center.

European food imports are popular in Brazil. But because the euro has risen against the U.S. dollar, U.S. high-value products are becoming a better value—so now is a good time to enter or expand your marketing here. In 2002, Brazil's imports of consumer-oriented agricultural products from all sources were valued at about \$1.1 billion, with dairy products, processed fruits and vegetables and snacks leading the way.

Best Prospects:

Dairy products (cheese, casein and whey), snack foods, processed organic products, health foods, kosher products, infant products, rice, flour, salmon, breakfast cereals, pancake mix and waffles, sunflower seed oil and canola, soups and condiments, wines, beer and spirits, jams and jellies, ready-to-eat desserts and pet foods

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