

TRADE SHOW OPPORTUNITY

IFE POLAND 2004

WARSAW, POLAND

The Show: IFE (the International Food, Drink and Hospitality Exhibition) is Poland's only trade show dedicated to the food, drink and hospitality industries. The USA Pavilion at IFE Poland 2004 is endorsed by FAS and organized by B-FOR International.

Location: Warsaw, Poland

Dates: May 18-20, 2004

Deadline: March 12, 2004

The Market: On May 1, 2004, Poland will become a full member of the EU (European Union), an event expected to further open Central Europe's largest economy to international trade, economic stimulation, investment and imports. In fiscal 2002, Poland's food imports totaled \$3.5 billion, with imports from the United States amounting to \$55 million.

IFE Poland 2004 is the gateway to this burgeoning market, offering U.S. exporters access to the growing Polish market and the rest of Central Europe. At IFE Poland 2003, 173 exhibitors from 16 countries established and renewed business relationships with some 3,100 trade professionals. IFE Poland 2004 presents an opportunity to promote your products and establish trade links and distributor networks to capture a share of the Central and East European markets.

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