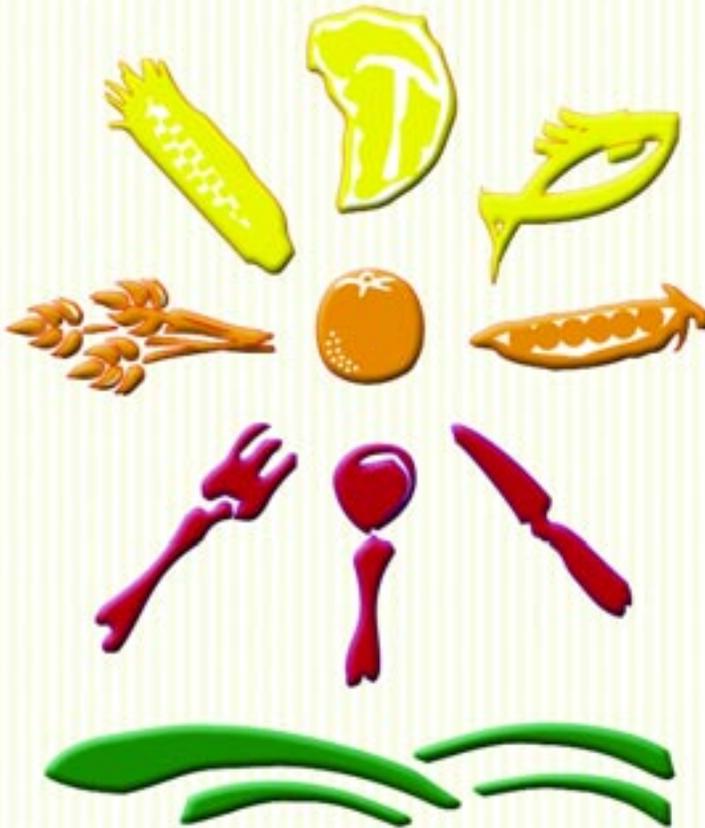


# 2004-2005

## Trade Show and Mission Calendar



# USA



Anuga 2003—U.S. Pavilion



AAHAR 2003  
American Café



Foodex 2003 Internet  
Café—U.S. Pavilion

United States  
Department of  
Agriculture

Foreign  
Agricultural  
Service

Trade  
Show  
Office

[www.fas.usda.gov](http://www.fas.usda.gov)

# 2004

All shows are food and beverage events unless otherwise indicated.

## Event

## Date

## Place

### Western Hemisphere

Canadian Food & Beverage Show	February 15-17	Toronto, Canada
Sales <i>Mission</i> to El Salvador & Panama	March 8-12	San Salvador, El Salvador & Panama City, Panama
ANTAD	March 13-15	Guadalajara, Mexico
U.S. Food Export Showcase (Food Marketing Institute/FMI)	May 2-4	Chicago, Illinois
APAS	May 10-13	Sao Paolo, Brazil
American Food Fair (National Restaurant Association/NRA)	May 22-25	Chicago, Illinois
Brazilian Buying <i>Mission</i> to New York Fancy Food Show	June	New York, New York
Sales <i>Mission</i> in conjunction with Alimentaria	June	Mexico City, Mexico
EXPHOTEL	June 9-11	Cancun, Mexico
ABASTUR	September 29-October 1	Mexico City, Mexico
Boa Mesa	September 29-October 3	Sao Paolo, Brazil
Americas Food and Beverage Trade Show	December 2-3	Miami, Florida

### Asia

HOFEX	February 10-13	Hong Kong
Food and Hotel Korea	March 3-5	Seoul, Korea
FOODEX Japan	March 9-12	Tokyo, Japan
Food Ingredients Asia China	March 23-25	Shanghai, China
SIAL China	March 31-April 1	Shanghai, China
Food and Hotel Asia	April 20-23	Singapore
Sales <i>Mission</i> to Malaysia (following F&H Asia Show)	April 24-27	Kuala Lumpur, Malaysia
Sales <i>Mission</i> to Thailand (following F&H Asia Show)	April 24-28	Bangkok and Phuket, Thailand
World's Finest Foods	April 27-28	Manila, Philippines
International Food Ingredients & Additives Exhibition (IFIA)	May 26-28	Tokyo, Japan
Taipei International Food Show	June 17-20	Taipei, Taiwan
Food and Hotel South China	June 23-25	Guangzhou, China
Japanese Food Ingredients Buying <i>Mission</i>	July	TBD
Food Ingredients Asia	September 15-17	Bangkok, Thailand
Health Ingredients Japan	September 28-30	Tokyo, Japan
Food and Hotel Vietnam <b>NEW!</b>	December 2-4	Ho Chi Minh, Vietnam

### Europe

BioFach (Organic)	February 19-22	Nuremberg, Germany
Alimentaria	March 8-12	Barcelona, Spain
Olympic Sales <i>Mission</i> to Greece (Food and Wine)	March 28-April 1	Athens, Greece
Vinitaly (Wine and Spirits) <b>NEW!</b>	April 1-5	Verona, Italy
European Seafood Exposition	May 4-6	Brussels, Belgium
International Food, Drink & Hospitality Exhibition <b>NEW!</b>	May 18-20	Warsaw, Poland
SIAL Paris	October 17-21	Paris, France
Health Ingredients Europe	November 16-18	Amsterdam, The Netherlands
European Buyers <i>Mission</i> to KoshéFest	November	New York, New York

### Newly Independent States

PRODEXPO (American Café)	February 9-13	Moscow, Russia
Ingredients Russia 2004	November 23-26	Moscow, Russia

### Africa/Middle East

AAHAR Sponsored (American Café)	March 11-15	New Delhi, India
International Franchise Exhibition (tentative) <b>NEW!</b>	May 6-8	Johannesburg, South Africa
American Café (tentative)	June	Lagos, Nigeria
American Café	June	Casablanca, Morocco
Sales <i>Mission</i> to Egypt	September or October	Cairo, Egypt
Great American Food Fest	September 22-28	Cairo, Egypt
ISRAFOOD <b>NEW!</b>	November 23-25	Tel Aviv, Israel



Thailand Floating Market



Thailand's Emerald Palace



Brazil Mission at a Sao Paolo Supermarket



Thailand Open Market



2005

Event	Date	Place
<b>Western Hemisphere</b>		
Canadian Food and Beverage Show	February 20–22	Toronto, Canada
ANTAD	March 12–14	Guadalajara, Mexico
SIAL Montreal	April 13–15	Montreal, Canada
U.S. Food Export Showcase (Food Marketing Institute/FMI)	May 1–3	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May 21–24	Chicago, Illinois
EXPHOTEL	June 8–10	Cancun, Mexico
Sales <i>Mission</i> to Caribbean	September	TBD
Boa Mesa Show	September	Sao Paulo, Brazil
Great American Food Show	September 6–7	Santo Domingo, Dominican Republic
ABASTUR	October 5–7	Mexico City, Mexico
Expo Retail Show	October	Santiago, Chile
Americas Food and Beverage Show	December 1–2	Miami, Florida
<b>Asia</b>		
Food Ingredients Asia China	March	Shanghai, China
Food and Hotel Korea	March 2–4	Seoul, Korea
FOODEX Japan	March 8–11	Tokyo, Japan
SIAL China	March 16–18	Shanghai, China
World's Finest Foods	April	Manila, Philippines
Food and Hotel Indonesia (tentative)	April 5–6	Jakarta, Indonesia
HOFEX	May 10–13	Hong Kong
International Food Ingredients and Additives (IFIA)	May 25–27	Tokyo, Japan
Taipei International Food Show	June 15–18	Taipei, Taiwan
Food and Hotel China	September 14–17	Shanghai, China
Health Ingredients Japan	October 5–7	Tokyo, Japan
Food and Hotel Vietnam	December	Ho Chi Minh, Vietnam
<b>Europe</b>		
SIRHA <b>NEW!</b>	January 22–26	Lyon, France
BioFach (Organic)	February 24–27	Nuremberg, Germany
International Food & Drink Exhibition (IFE)	March 13–16	London, UK
International Food, Drink, and Hospitality Exhibition (tentative)	April 19–21	Warsaw, Poland
European Seafood Exposition	May	Brussels, Belgium
EuroKosher (tentative)	June	Paris, France
ANUGA	October 8–12	Cologne, Germany
Food Ingredients Europe	November 29–December 1	Paris, France
Olympic Sales <i>Mission</i> to Turin, Italy (tentative)	TBD	Turin, Italy
<b>Newly Independent States</b>		
PRODEXPO (American Café)	February	Moscow, Russia
Ingredients Russia 2005	November	Moscow, Russia
<b>Africa/Middle East</b>		
Gulf Food Show - Sponsored	February 20–23	Dubai, United Arab Emirates
AAHAR - Sponsored	March	New Delhi, India
HOSTEX (American Café)	March 13–16	Johannesburg, South Africa
American Café (tentative)	June	Casablanca, Morocco
Great American Food Fest	September	Cairo, Egypt
Fish Africa 2005 (tentative) <b>NEW!</b>	October	Cape Town, South Africa
ISRAFOOD	Nov. or Dec.	Tel Aviv, Israel

### Notice on Product Origin Requirement:

Products exhibited in the U.S. Pavilion must be at least 50 percent U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. The Organizer has the authority to remove any non-U.S. products.

**American Café:** Allows U.S. companies to test overseas market with minimal investment. FAS displays and offers samples of participants' products at overseas trade shows within the U.S. Pavilion. Prices and rules may vary.

Fliers detailing these shows are available online at: [www.fas.usda.gov](http://www.fas.usda.gov). You can find out more by visiting our Website, or calling a trade show specialist—their numbers are listed on the back of this calendar.





## 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 and missions in almost every part of the world. China, Poland 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 our 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 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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