

TRADE SHOW OPPORTUNITY

USA PAVILION AT SIRHA 2005

LYON, FRANCE

The Show:

Sirha, held biennially, is a premier international forum for the food service sector. Sirha has become a world-class show and is fast becoming *the* international event for the food service sector. In 2003, Sirha welcomed 164,000 visitors, including hotel/restaurant managers, caterers, wholesalers, importers, and distributors from supermarkets and the food service and retail sectors.

Location:

Lyon, France

Dates:

Jan. 22-26, 2005

Deadline:

Nov. 1, 2004

The Market:

In Europe, the food service sector is valued at \$291 billion, including \$83 billion in France, where more than 9 billion meals are served yearly. This sector has been growing at an annual rate of 6 percent.

For U.S. companies, the show will be an excellent opportunity to reach key players in this rapidly expanding sector in France, and in Europe as a whole. Sirha is the ideal place to test and launch new products and flavors, and is the only place in the world to exhibit both products and equipment for the European food service sector.

Best Product Prospects:

Fish and seafood, meats, ethnic foods, soft drinks, wines, fruits and vegetables, sauces and seasonings, and breakfast cereals

Consider participating in the USA Pavilion at this USDA-endorsed event.

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