

Regional Notes

Trade Shows Help U.S. Exporters Succeed in the Americas

FAS sponsors over 30 major international trade shows each year that provide high visibility for U.S. companies and allow exhibitors to analyze the local markets and observe their competition.

Canadian Food and Beverage Trade Show

Because of its proximity to the United States, a common language and similar culture, Canada is a top market for U.S. agricultural, fish and forest exports. U.S. exporters recently had the opportunity to

showcase their wares at the annual Canadian Food and Beverage Trade Show in Toronto. FAS sponsored a USA Pavilion at the show, estimated to have drawn more than more than 700 exhibitors and 10,000 trade visitors. The USA Pavilion provided

U.S. exporters and distributors with an easy, cost-effective way to educate buyers from all over Canada about their food and beverage products and to learn first-hand about regional market trends. ■

Upcoming Americas Trade Show Opportunities

SIAL Montreal 2005: April 13-15, 2005, Montreal, Quebec.
Teresina Chin, FAS Trade Show Office,
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SIAL Mercosur 2005: Aug. 23-26, 2005, Buenos Aires, Argentina.
Sharon Cook, FAS Trade Show Office,
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EXPHOTEL 2005: June 15-17, 2005, Cancun, Mexico.
Tobitha Jones, FAS Trade Show Office,
E-mail: Tobitha.Jones@usda.gov

ASONAHORES 2005: Aug. 31-Sept. 3, 2005, Santo Domingo, Dominican Republic.
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