

# Activity Calendar | '09



EXPORTING IS COMPETITIVE, AND MAKING THE MOST OF YOUR MARKETING TIME AND DOLLARS TAKES EXPERTISE. MARKET ENTRY SERVICES HELP U.S. SUPPLIERS FIND THE RIGHT MARKETS AND REACH THE RIGHT BUYERS AND IMPORTERS.

## Activity Descriptions

### BUYERS MISSIONS

Foreign buyers come to the U.S. to meet with suppliers like you during Buyers Missions. You can learn more about your products' export potential and build relationships with key industry buyers without the time and expense of overseas travel.

### FOCUSED TRADE MISSIONS

Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product showcases, assistance with lead follow-up, and a networking reception.

### FOOD SHOW PLUS!™

This tradeshow enhancement service prepares you for and maximizes your international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, translation of your company's marketing material, on-site food industry interpreters, scheduled meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance.

RETAIL PRODUCTS  
FOOD SERVICE PRODUCTS  
INGREDIENT PRODUCTS  
NATURAL PRODUCTS  
SPECIALTY/GOURMET PRODUCTS  
PRIVATE LABEL PRODUCTS  
SEAFOOD PRODUCTS  
PET FOOD/FEED PRODUCTS

WHICH ACTIVITIES ARE BEST FOR ME >



UNITED STATES OF AMERICA																	
ACTIVITY	DATE	LOCATION															
<b>BUYERS MISSIONS</b>																	
Specialty Foods Buyers Mission at the Winter Fancy Foods Show	January 18-20	San Francisco, California	■														
Northeast Buyers Mission	February 9,11 & 13	Philadelphia, New York, Boston	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Pet Food Buyers Mission at the Global Pet Expo	February 12-14	Orlando, Florida	■													■	
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	February 21-25	Monterey, California	■	■								■			■		
Natural Products Buyers Mission at the Natural Products Expo West Show	March 5-8	Anaheim, California	■	■		■											
Seafood Buyers Mission at the International Boston Seafood Show	March 15-17	Boston, Massachusetts															■
Food Service Buyers Mission at the National Restaurant Association Show	May 16-19	Chicago, Illinois		■													■
Sweets and Snacks Buyers Mission at the All Candy Expo	May 19-21	Chicago, Illinois	■				■	■	■	■							
Feed Ingredients Buyers Mission at World Pork Expo	June 1, 3-5	Madison, Des Moines															■
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	June 7-9	Anaheim, California								■							
Specialty Foods Buyers Mission at the Summer Fancy Foods Show	June 25-29	New York, New York	■														■
Midwest Buyers Mission	July 20-24	Chicago, Minneapolis, Columbus	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Feed Ingredients Buyers Mission at the World Dairy Expo	Sept 30-Oct 4	Madison, Wisconsin								■							■
International Food and Drink Exhibition (IFE) Buyers Mission at the Americas Food and Beverage Show	November 11-13	Miami, Florida	■	■													
Private Label Buyers Mission at the Private Label Manufacturers' Association Show	November 15-17	Chicago, Illinois	■	■													■
Natural Products Buyers Mission at the Natural Products Expo East Show	September 23-26	Boston, Massachusetts	■	■		■											
<b>FOOD EXPORT MARKETING FORUM</b>																	
Food and Beverage Buyers Mission and Educational Sessions	April 26-May 1	Philadelphia, Pennsylvania	■	■	■												■
CANADA																	
ACTIVITY	DATE	LOCATION															
<b>FOOD SHOW PLUS!™</b>																	
Food Show PLUS!™ at SIAL Montreal	April 1-3	Montreal, Canada	■	■	■	■	■	■	■	■							■
<b>TRADE MISSIONS</b>																	
Focused Trade Mission to Canada for Specialty and Natural Products	May 25-27	Toronto, Canada	■														■
Focused Trade Mission to Canada for Retail and Private Label Products	September 20-22	Toronto, Canada	■														■
MEXICO, CENTRAL AMERICA & SOUTH AMERICA																	
ACTIVITY	DATE	LOCATION															
<b>FOOD SHOW PLUS!™</b>																	
Food Show Plus!™ at Mexico's National Retail Association Show	March 10-13	Guadalajara, Mexico	■	■													■
Food Show PLUS!™ at Exphotel	June 17-19	Cancun, Mexico	■	■													■
Food Show Plus!™ at SIAL Mercosur	August 25-27	Buenos Aires, Argentina	■	■													
<b>TRADE MISSIONS</b>																	
Focused Trade Mission to Mexico for Technical Food Ingredients	April 6-9	Mexico City, Mexico															■
Focused Trade Mission to Central America for Retail and Food Service Products	May 10-12	Panama City, Panama	■														■
Focused Trade Mission to the Caribbean for Food Service Products	June 23-25	Kingston, Jamaica		■													
Focused Trade Mission to Mexico for Soy Foods	July 13-16	Mexico City, Mexico	■	■	■	■	■	■	■								
Focused Trade Mission to Chile for Retail Products	November 2-5	Santiago, Chile	■														
Focused Trade Mission to Northern Mexico for Food Service Products	November 13-16	Monterrey, Mexico		■													

Please note: Dates and locations are subject to change, and upcoming activities are pending funding from the USDA. Please visit our website for more event information.

### BRANDED PROGRAM

Many expenses associated with exhibiting at international tradeshows and attending some trade missions, as well as many other international marketing expenses, are eligible for 50% reimbursement through our Branded Program. For more information about the Branded Program, complete the form on the last page and send it back to us.

### MARKET BUILDER

Discover your product's sales potential in international markets with the Market Builder Program. This service provides customized, in-market research to help you determine if a market is right for your product. For more information about the Market Builder Program, complete the form on the back page and send it back to us.

RETAIL PRODUCTS  
 FOOD SERVICE PRODUCTS  
 INGREDIENT PRODUCTS  
 NATURAL PRODUCTS  
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 PRIVATE LABEL PRODUCTS  
 SEAFOOD PRODUCTS  
 PET FOOD/FEED PRODUCTS

WHICH ACTIVITIES ARE BEST FOR ME >



EUROPE ACTIVITY	DATE	LOCATION										
<b>FOOD SHOW PLUS!™</b>												
Food Show PLUS!™ at ISM	February 1-4	Cologne, Germany	■					■				
Food Show PLUS!™ at Zoomark International	May 7-10	Bologna, Italy										■
Food Show PLUS!™ at German Symposium on Fine Food and Drink	May 14-15	Munich, Germany	■					■				
Food Show PLUS!™ at Anuga	October 10-14	Cologne, Germany	■	■	■	■	■	■	■	■	■	■
Food Show PLUS!™ at Natexpo	October 17-19	Paris, France						■				
Food Show PLUS!™ at Food Ingredients Europe (FiE)	November 17-19	Frankfurt, Germany	■		■						■	
<b>SEAFOOD TRADE SHOWS</b>												
Seafood Trade Show at the European Seafood Exposition	April 28-30	Brussels, Belgium										■
MIDDLE EAST ACTIVITY	DATE	LOCATION										
<b>FOOD SHOW PLUS!™</b>												
Food Show PLUS!™ at Gulfood 2009	February 23-26	Dubai, UAE	■	■		■	■				■	
<b>TRADE MISSIONS</b>												
Focused Trade Mission to the Middle East for Retail Products	November 12-18	Dubai, UAE	■									
ASIA ACTIVITY	DATE	LOCATION										
<b>BUYERS MISSIONS</b>												
Buyers Mission at the International Food and Beverage Exhibition (FOODEX)	March 3-6	Tokyo, Japan	■	■	■	■	■	■				■
<b>FOOD SHOW PLUS!™</b>												
Food Show PLUS!™ at Japan Self Service Association	February 11-13	Tokyo, Japan	■									
Food Show PLUS!™ at the International Food and Beverage Exhibition (FOODEX)	March 3-6	Tokyo, Japan	■	■	■	■	■	■				■
Food Show PLUS!™ at the Asian International Exhibition of Food & Drink, Hotel Restaurant & Food Service Equipment Supplies & Services (HOFEX)	May 6-9	Hong Kong, China	■	■	■	■	■	■				■
Food Show PLUS!™ at Seoul Food and Hotel	May 13-16	Seoul, Korea	■	■								
Food Show PLUS!™ at SIAL China	May 19-21	Shanghai, China	■	■	■	■	■	■				■
Food Show PLUS!™ at Natural Products Expo Asia	August 27-29	Hong Kong, China	■	■				■				
Food Show PLUS!™ at Food and Hotel Vietnam	October 28-30	Ho Chi Minh City, Vietnam	■	■				■				
Food Show PLUS!™ at IFE India	December TBD	New Delhi, India	■	■	■							
<b>TRADE MISSIONS</b>												
Focused Trade Mission to China for Retail and Food Service	February 16-19	Shanghai, China	■	■								
Focused Trade Mission to The Philippines and Thailand for Bakery Ingredients	August 3-6	Manila, Philippines and Bangkok, Thailand		■	■							
Focused Trade Mission to Hong Kong and Macau for Food Service	Aug. 30-Sept. 2	Hong Kong, Macau, China		■								
Focused Trade Mission to Korea for Food Service (Korea Culinary Camp)	September 2-4	Seoul, Korea		■								
Focused Trade Mission to Japan for Specialty Foods	October 19-21	Tokyo, Japan	■								■	
Focused Trade Mission to Korea for Specialty Foods	October 21-23	Seoul, Korea	■								■	