

Food & Hotel Asia 2008
Asia's largest International Food & Hospitality Event
April 22 – 25, 2008 Singapore Expo
Deadline: January 25, 2008

The Oregon State Dept of Agriculture, in cooperation with WUSATA, will be coordinating participation at Food and Hotel Asia 2008 as well as two trade missions in conjunction with FHA.

With a population base of 3.6 billion, which is about 56% of the world's total population, Asia Pacific has the highest annual volume of food consumption in the world. FHA will be an excellent opportunity for the western U.S. companies to participate in the growing Southeast Asia market. For more information see [FHA Singapore 08](#) or contact John Kratochvil at the Oregon Dept of Ag (503) 652-6600 jkratoch@oda.state.or.us -or- Rebecca Weber at Washington State Dept of Ag by (509) 735-3666 rweber@agr.wa.gov.



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

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Economic Development*

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Food*

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Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

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In 2006, FHA attracted an impressive 36,658 visitors from over 50 countries and is expected to attract even more trade buyers from all over the world at FHA 2008. The biennial event has a reputation as the sourcing ground of choice for the region's food and hospitality industry.

The Oregon State Dept of Agriculture, in cooperation with WUSATA, will be coordinating participation at Food and Hotel Asia 2008 as well as two trade missions in conjunction with FHA, dates TBD.

With a population base of 3.6 billion, which is about 56% of the world's total population, Asia Pacific has the highest annual volume of food consumption in the world. FHA will be an excellent opportunity for the western U.S. companies to participate in the growing Southeast Asia market.

Booth package includes: company name fascia board, counter w/stools, three shelves, round table w/chairs, spotlights, carpet, one electrical outlet 120v/13amp with 24hr service, trash bin, locking cabinet, daily booth cleaning, an entry in the official show directory and in the USA Pavilion Directory, exhibitors passes (max 5 per booth). In addition, WUSATA will coordinate one-on-one meetings with pre-screened buyers/importers from within the Southeast Asia region.

Suitable products include, but are not limited to:

Consumer Ready Products, Food Service Products, Dried Fruits & Nuts, Seafood, Beverages/Fruit Juices, Wines/Beer/Spirits, Fresh Produce

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

For more information please contact:

John Kratochvil at the Oregon Dept of Ag (503) 652-6600 jkratoch@oda.state.or.us -or-
Rebecca Weber at Washington State Dept of Ag by (509) 735-3666 rweber@agr.wa.gov

**If you are interested in registering for this activity, please complete
and return the attached reservation form by:**

January 25, 2008



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Activity Registration Form

Food & Hotel Asia
April 22 – 25, 2008
Singapore Expo

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: (_____) _____ **Fax:** (_____) _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Early Bird Participation Fees *through December 28, 2007*

- Corner (18sqm) \$8,300
- Corner (15sqm) \$6,825
- Booth (9sqm) \$3,900

***Early bird rates apply to first booth only.*

Standard Participation Fees *after December 28, 2007*

- Corner (18sqm) \$8,800
- Corner (15sqm) \$7,325
- Booth (9sqm) \$4,400

Trade Mission(s):

- I am interested in more information.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: January 25, 2008

Return the completed Activity Registration Form by FAX to WUSATA: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 120, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____