

**Reminder: Deadline is January 31<sup>st</sup>!!!**  
**USA Pavilion at Food & Hotel Asia**  
**April 22-25, 2008**  
**Singapore.**

If you haven't registered and are interested please see the attachment or contact Sharon A. Cook  
U.S. Department of Agriculture at [Sharon.Cook@FAS.USDA.GOV](mailto:Sharon.Cook@FAS.USDA.GOV) or via telephone at 202-720-3425.

[Singapore Brochure](#)



# USA PAVILION



**FoodAsia  
2008**

*The 16th International  
Exhibition of Food and Drinks*



**22-25 April 2008**  
**Singapore Expo**

FoodAsia2008 is part of



Since 1978

Asia's Largest International  
Food & Hospitality Event

Supported by



**U S D A**  
U.S. Department  
of Agriculture

# FoodAsia 2008



## Where Your Business Will Grow in Asia

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. ([www.freshplaza.com](http://www.freshplaza.com), Year 2005)

An enormous unexploited potential exists for food manufacturers! Increase your leverage on the ever-expanding Asian market by exhibiting at FoodAsia2008, the complete food and beverage marketplace for both sellers and buyers.

### Growing Asian Trends

#### Demand for Fish and Seafood is on an upswing!

Between 2005 and 2010, Asia Pacific's consumption of fish and seafood is forecasted to rise with China, Hong Kong and Philippines leading the pack with their increase in consumption of approximately 20%. (*Euromonitor, Year 2006*)



#### Good news for all in the Coffee and Tea trade!

Coffee consumption within the Asia Pacific is estimated to grow by 25% between 2005 and 2010 to over 72 million tonnes. Tea consumption is estimated to grow by 21% between 2005 and 2010 to over 112 million tonnes. (*Euromonitor, Year 2006*)

#### Growing potential in Asia's Halal Food Industry

Halal food products consumed by both Muslim and non-Muslim countries around the world are estimated at US\$500 billion annually (*Borneo Bulletin, Year 2005*). Malaysian Agriculture and Agro-Based Industries Minister Muhyiddin Yassin highlights that the two biggest markets for Halal products are Southeast Asia and the Middle East. ([www.turishweekly.net](http://www.turishweekly.net), Year 2006)

#### Healthy eating on the rise

The health content of food products is becoming a key consideration for Asian consumers. Vishal Thapliyal, Associate Director of PricewaterhouseCoopers Corporate Finance reaffirms that growing interest in healthy living is a catalyst in increasing demand for healthier food and drinks. ([www.freshplaza.com](http://www.freshplaza.com), Year 2005)



#### Buzz and excitement for Asia's Wine & Spirits Industry

Alcoholic drinks consumption in the Asia Pacific region is estimated to grow by 15.5% between Year 2005 and 2010. (*Euromonitor, Year 2006*)

**Don't miss out on the vast opportunities in Asia's food and hospitality industry.  
Contact us to book a stand at the USA Pavilion today!**

[www.foodasia.com](http://www.foodasia.com)

## Discover New Business at FoodAsia2008

- 37,000 quality international trade buyers, 38% from overseas
- 50 trade buyer delegations
- 2,800 exhibiting companies, 81% from overseas
- 40 international group pavilions
- Over 100 international media

### Profile of Exhibits at FoodAsia2008

- Beverages & Drinks – Non Alcoholic
- Champagne
- Chilled & Frozen Foods
- Confectionery
- Dairy Products
- Dried Fruit and Nuts
- Fortified & Sparkling Wines
- Fresh Produce
- Health/Organic Food
- Ingredients
- Liqueurs & Cocktails
- Poultry/Meat/Halal Meat
- Processed Food & Convenience Foods
- Seafood
- Snacks & Ice Cream
- Specialty Food
- Spirits
- Still Wines

### Meet Trade Buyers from Major Food and Beverage Sectors

- Airlines & Cruises
- Bars & Clubs
- Convenience & Grocery Stores
- Foodservice – Industrial / Offshore
- Foodservice – Government / Military / School / Hospital
- Food & Drinks Importers and Distributors
- Hotels
- Quick Service Restaurants
- Resorts & Country Clubs
- Restaurants & Café
- Supermarkets & Hypermarkets

*These lists are not exhaustive and serve as a guide only.*



#### PARTICIPATION FEE:

A Walk-On Booth is 9m<sup>2</sup> (3m x 3m). The fee for the Walk-On Package is **SGD7,110\***.

#### The 9sqm Walk-On Booth Package includes the following:

- Complete USA group feature/logo and color scheme
- A fascia board with firm name
- Needle punch polypropene carpet
- One high counter with two high stools
- Three shelves approximately 1 meter long and 30 centimeters deep
- One round table with three chairs
- Two arm spotlights and two fluorescent tubes
- One electrical outlet, 230 volt, 13 amp, with 24-hour service

- One trash bin
- One lockable cabinet
- Daily booth cleaning
- An entry in the official show directory and an entry in the USA Pavilion Directory
- Exhibitor passes (as needed, with a maximum of 5 per booth)

#### Amenities & Services

- A meeting lounge exclusively for U.S. exhibitors
- Information counter manned by USDA staff
- A pantry area for washing of utensils

**\*Space booking is on a first-come-first-serve basis**

### Gather More Contacts Before and After the Show

Maximise and augment your participation at the exhibition through the Online Business Matching Programme (BMP). This electronic marketplace not only showcases your products & services, it generates targeted leads and channels potential buyers to you even before the start of the exhibition.

- ▶ **Informative** – Displays comprehensive information on your company profile, products and services
- ▶ **Targeted** – Generates targeted leads by matching your products and services with potential buyers
- ▶ **Interactive** – Allows you to screen enquiries, schedule meetings at the exhibition and interact with the buyers that matter to you
- ▶ **Extended Marketing** – Increases your exposure to international buyers, 3 months before, during and 3 months after the exhibition, tied-in with our extensive visitor promotion campaign



**Notice on Product Origin – All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.**

**For more information, please reach your nearest contacts at:**

**Overseas Trade Support Group USA**

**Ms Sharon Cook**  
Tel: +1 202 720-3425  
Email: Sharon.cook@usda.gov

**ASIA**

**Ms Alice Chai-Kwek**  
Tel: +65 6476-9120  
Email: alice.kwek@usda.gov

## How to Apply

### STEP 1

- Please reserve \_\_\_\_\_ booths within the USA Pavilion at FoodAsia2008. (each booth is 9m<sup>2</sup>)

### STEP 2

- Fax this reservation form to:  
**Oak Overseas**  
**Mr. Russell Hood**  
Tel: +1 704 837 1980 (Ext: 302)  
Fax: +1 704 943 0853  
Email: rhood@oakoverseas.com

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Products/Services: \_\_\_\_\_

Organiser:



47 Scotts Road, 11th Floor  
Goldbell Towers, Singapore 228233  
Tel: +65 6738 6776  
Fax: +65 6732 6776  
Email: tsm@sesallworld.com  
dy@sesallworld.com  
Ctc: Ms Ting Siew Mui / Ms Daphne Yuen

Worldwide Associate:



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3 Albert Embankment  
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Ctc: Mr Chris McCuin

