



# 2020

## ACTIVITY CALENDAR

More **Back-to-Back** Trade Missions  
20+ **Domestic Buyers** Missions to Choose From  
**Booth + Food Show PLUS!** Packages at Select Tradeshows



Learn more at: [www.foodexport.org](http://www.foodexport.org)

Food Export–Midwest and Food Export–Northeast invite you to use our **2020 Activity Calendar**. Plan and select events and activities to maximize your exposure in key markets. These events represent your best opportunities to increase sales in international markets.


**Plan now and REGISTER EARLY! Register for all activities at [www.foodexport.org](http://www.foodexport.org).**



## SELECT ACTIVITIES TO GROW SALES.

### FOOD PRODUCTS:

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

UNITED STATES OF AMERICA		DATE	LOCATION	PRODUCTS									
<b>BUYERS MISSIONS</b>													
<input type="checkbox"/>	Specialty Food Buyers Mission at the Winter Fancy Food Show	Jan. 18-20	San Francisco, California	<span style="color: orange;">●</span>	<span style="color: green;">●</span>	<span style="color: purple;">●</span>	<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>				
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at the International Production & Processing Expo	Jan. 29	Atlanta, Georgia										<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Northeast Buyers Mission	Feb. 3-6	Boston, New York, Philadelphia	<span style="color: orange;">●</span>	<span style="color: green;">●</span>	<span style="color: purple;">●</span>	<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>	<span style="color: grey;">●</span>	<span style="color: darkblue;">●</span>		
<input type="checkbox"/>	Pet Food Buyers Mission at the Global Pet Expo	Feb. 25	Orlando, Florida	<span style="color: orange;">●</span>									<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Frozen Food Buyers Mission at AFFI - CON 2020	Feb. 29 - Mar. 2	Las Vegas, Nevada	<span style="color: orange;">●</span>	<span style="color: green;">●</span>					<span style="color: blue;">●</span>	<span style="color: grey;">●</span>		
<input type="checkbox"/>	Natural Products Buyers Mission at Natural Products Expo West	Mar. 4-5	Anaheim, California	<span style="color: orange;">●</span>	<span style="color: green;">●</span>		<span style="color: red;">●</span>						
<input type="checkbox"/>	Seafood Buyers Mission at Seafood Expo North America	Mar. 14	Boston, Massachusetts									<span style="color: grey;">●</span>	
<input type="checkbox"/>	Beer Ingredients Buyers Mission at BrewExpo America	Apr. 20	San Antonio, Texas			<span style="color: purple;">●</span>							
<input type="checkbox"/>	Pet Food Ingredient Buyers Mission at Petfood Forum	Apr. 27-28	Kansas City, Missouri										<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Food Service Buyers Mission at the National Restaurant Association Show	May 16-18	Chicago, Illinois		<span style="color: green;">●</span>					<span style="color: blue;">●</span>			
<input type="checkbox"/>	Beer, Wine and Spirits Buyers Mission at BAR at the Show	May 18	Chicago, Illinois		<span style="color: green;">●</span>								
<input type="checkbox"/>	Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 18-20	Chicago, Illinois	<span style="color: orange;">●</span>			<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>				
<input type="checkbox"/>	Dairy, Deli, Bakery Buyers Mission at IDDBA20	May 31 - June 1	Indianapolis, Indiana	<span style="color: orange;">●</span>	<span style="color: green;">●</span>								
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at the World Pork Expo	June 3	Des Moines, Iowa										<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Caribbean and Latin American Buyers Mission for Retail and Food Service Products	June 10-11	Miami, Florida	<span style="color: orange;">●</span>	<span style="color: green;">●</span>								
<input type="checkbox"/>	Specialty Food Buyers Mission at the Summer Fancy Food Show	June 26-27	New York, New York	<span style="color: orange;">●</span>	<span style="color: green;">●</span>	<span style="color: purple;">●</span>	<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>				
<input type="checkbox"/>	Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 12-13	Chicago, Illinois			<span style="color: purple;">●</span>							
<input type="checkbox"/>	Midwest Buyers Mission	July 27-30	Michigan, Ohio, Illinois	<span style="color: orange;">●</span>	<span style="color: green;">●</span>	<span style="color: purple;">●</span>	<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>				<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Natural Products Buyers Mission at Natural Products Expo East	Sep. 23-24	Philadelphia, Pennsylvania	<span style="color: orange;">●</span>	<span style="color: green;">●</span>		<span style="color: red;">●</span>						
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo	Sep. 30	Madison, Wisconsin										<span style="color: darkblue;">●</span>
<input type="checkbox"/>	Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov. 15-17	Rosemont, Illinois							<span style="color: blue;">●</span>			

CANADA		DATE	LOCATION	PRODUCTS									
<b>FOOD SHOW PLUS!™</b>													
	Food Show PLUS!™ at CHFA West	Feb. 21-23	Vancouver, Canada				<span style="color: red;">●</span>						
<input type="checkbox"/>	Food Show PLUS!™ at SIAL Canada	Apr. 14-17	Montreal, Canada	<span style="color: orange;">●</span>	<span style="color: green;">●</span>	<span style="color: purple;">●</span>	<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: blue;">●</span>				
<b>TRADE MISSIONS</b>													
<input type="checkbox"/>	Focused Trade Mission to Canada for Specialty and Natural Products	Sep. 2-3	Toronto, Canada				<span style="color: red;">●</span>	<span style="color: yellow;">●</span>					

MEXICO		DATE	LOCATION	PRODUCTS									
<b>FOOD SHOW PLUS!™</b>													
	Food Show PLUS!™ at Expo ANTAD & Alimentaria	Mar. 30 - Apr. 2	Guadalajara, Mexico	<span style="color: orange;">●</span>	<span style="color: green;">●</span>		<span style="color: red;">●</span>	<span style="color: yellow;">●</span>	<span style="color: grey;">●</span>				
<input type="checkbox"/>	Food Show PLUS!™ at Food Tech Summit & Expo	Sep.	Mexico City, Mexico			<span style="color: purple;">●</span>							
	Food Show PLUS!™ at FIGAP — <b>NEW!</b>	Oct. 20-23	Guadalajara, Mexico										<span style="color: darkblue;">●</span>
<b>TRADE MISSIONS</b>													
<input type="checkbox"/>	Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	July 14-17	Mexico City & Monterrey, Mexico	<span style="color: orange;">●</span>	<span style="color: green;">●</span>					<span style="color: blue;">●</span>			

 Booth Space Package Available

## CONTACT OUR LIAISON TEAM. FIND EXPORT SUCCESS.

### Food Export-Midwest

Lauren Kliethermes  
lkliethermes@foodexport.org, 312.334.9219  
Iowa, Missouri, Minnesota, Nebraska


Enrique Rubio  
erubio@foodexport.org, 312.334.9229  
Illinois, Indiana, North Dakota, Ohio, Oklahoma



Paul Sorenson  
psorenson@foodexport.org, 312.334.9217  
Kansas, Michigan, South Dakota, Wisconsin

## 2020 BRANDED PROGRAM—DON'T BE LEFT OUT. TAKE ADVANTAGE TODAY!


Enroll in Food Export's 50% cost-share reimbursement program and learn how you can make the most of your marketing budget. Qualifying companies can make their promotional efforts go even further. Funds are limited each year so don't delay in applying! Submit your pre-qualification at [www.foodexport.org/brandedprogram](http://www.foodexport.org/brandedprogram).

CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA		DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>				
	Food Show PLUS!™ at Alimentec	June 8-12	Bogota, Colombia	● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>				
<input type="checkbox"/>	Focused Trade Mission to Guatemala for Retail and Food Service Products — <b>IT'S BACK!</b>	Jan. 29-30	Guatemala City, Guatemala	● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Dominican Republic for Retail and Food Service Products - <b>IT'S BACK!</b>	Oct. 7-8	Santo Domingo, Dominican Republic	● ● ● ● ● ● ●

EUROPE		DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>				
<input type="checkbox"/>	Food Show PLUS!™ at SIAL Paris	Oct. 17-22	Paris, France	● ● ● ● ● ● ● ●
<b>SEAFOOD TRADE SHOWS</b>				
	Seafood Trade Show at Seafood Expo Global	Apr. 21-23	Brussels, Belgium	● ● ● ● ● ● ●

MIDDLE EAST		DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>				
	Food Show PLUS!™ at Gulfood	Feb. 15-20	Dubai, UAE	● ● ● ● ● ● ● ●
	Food Show PLUS!™ at VIV MEA — <b>NEW!</b>	Mar. 8-11	Abu Dhabi, UAE	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Saudi HORECA	Nov. 23-26	Saudi Arabia	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>				
<input type="checkbox"/>	Focused Trade Mission to the United Arab Emirates	Dec. 5-7	Dubai, UAE	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Saudi Arabia — <b>IT'S BACK!</b>	Dec. 8-10	Jeddah, Saudi Arabia	● ● ● ● ● ● ● ●

ASIA		DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>				
	Food Show PLUS!™ at SMTS (Supermarket Trade Show)	Feb. 11-14	Tokyo, Japan	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at FOOD EX	Mar. 9-13	Tokyo, Japan	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at FHA (Food & Hotel Asia) - Food & Beverage	Mar. 30 - Apr. 2	Singapore	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at SIAL China	May 12-15	Shanghai, China	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Seoul Food & Hotel	May 18-22	Seoul, South Korea	● ● ● ● ● ● ● ●
	Food Show PLUS!™ at Food Taipei	June 16-20	Taipei, Taiwan	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Seafood Expo Asia	Sep. 8-10	Hong Kong	● ● ● ● ● ● ● ●
	Food Show PLUS!™ at the China Fisheries and Seafood Expo	Oct. 28-30	Qingdao, China	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>				
<input type="checkbox"/>	Focused Trade Mission to South Korea for Pet Food Products — <b>NEW!</b>	Mar. 23-24	Seoul, South Korea	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Hong Kong for Pet Food Products — <b>NEW!</b>	Mar. 26-27	Hong Kong	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to China for Retail and Food Service Products	Aug. 9-12	Shanghai & Wuhan, China	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Vietnam — <b>IT'S BACK!</b>	Aug. 13-14	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to South Korea for Emerging Trends, Healthy and Convenience Foods	Nov. 9-10	Seoul, South Korea	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Japan for Emerging Trends, Healthy and Convenience Foods	Nov. 12-13	Tokyo, Japan	● ● ● ● ● ● ● ●

AUSTRALIA		DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>				
	Food Show PLUS!™ at Fine Food Australia	Sep. 6-10	Melbourne, Australia	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>				
<input type="checkbox"/>	Focused Trade Mission to New Zealand — <b>IT'S BACK!</b>	June 21-23	Auckland, New Zealand	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Australia — <b>IT'S BACK!</b>	June 24-25	Sydney, Australia	● ● ● ● ● ● ● ●

 Booth Space Package Available

## CALL OR EMAIL US. WE'RE HERE TO HELP.

### Food Export-Northeast

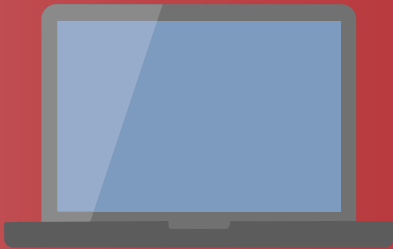
Deborah Ingravallo  
dingravallo@foodexport.org, 215-599-9747  
New Hampshire, New Jersey, Pennsylvania

Apryl King  
aking@foodexport.org, 215.599.9753  
Connecticut, Maine, Massachusetts, Rhode Island, Vermont

Madison Smith  
msmith@foodexport.org, 215.599.9748  
Delaware, New York

# New Programs for 2020

## VIRTUAL CONSULTATIONS



Tap into the expertise of our network of In-Market Representatives with a virtual one-on-one consultation. You'll have an opportunity to ask questions about the market and get first-hand feedback from our in-market expert.

## LEAD QUALIFICATION SERVICE



Get help qualifying foreign buyer leads from trade shows or other sources. Our In-Market Representatives will vet the buyer and provide a report to help you determine if you want to move forward with the lead.

These programs will launch in 2020.

Visit [www.foodexport.org/marketentry](http://www.foodexport.org/marketentry) to learn more.



309 West Washington Street  
Suite 600  
Chicago, IL 60606 USA  
T: 312.334.9200 F: 312.334.9230  
[www.foodexport.org](http://www.foodexport.org)



One Penn Center  
1617 JFK Boulevard Suite 420  
Philadelphia, PA 19103 USA  
T: 215.829.9111 F: 215.829.9777  
[www.foodexport.org](http://www.foodexport.org)

Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Food Export–Midwest and Food Export–Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export Midwest and Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export reserves the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions). To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export–Midwest and Food Export–Northeast are equal opportunity employers and providers.