

# Meet the Major Buyers Involved in Purchasing Decisions Face-to-Face

## Food and Hotel China Food Show PLUS!™



Shanghai, China

Nov. 30-Dec. 2, 2006

### Get Your Products into the World's Fastest Growing Marketplace

China has the promise to become a powerhouse in the Asian hospitality industry and is expecting continued growth over the next few years. China received 23.5 million inbound tourists, an increase of 4.36% compared with the same period last year, and foreign exchange from the tourism industry reached US\$14.68 billion, increasing by 4.1% over the same period of the previous year. This is your opportunity to capitalize on international trade liberalization and increased demand for food safety and high quality in the expanding Asian hospitality market.

### Broaden Your Perspectives

Sourcing sales leads and building your export business has never been more convenient! The services offered at the show include the following:

- An interpreter during show hours
- An educational seminar on the China market and distribution channels
- One-on-one meetings with qualified importers and distributors
- Translation of your company's profile that will be printed in the Food and Hotel China Food Show Plus!™ brochure
- Guided tours of retail outlets and the marketplace
- An importation analysis of your product prior to the show
- Follow-up service to maintain communication with prospects contacted during the mission

## More Information

**Cost:** Register by September 7, 2006, for \$200.

**Deadline:** The registration deadline is October 5, 2006, for \$300.

**Fax this back to MIATCO at 312.334.9230. (Note: This is not a registration form.)**

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

PRODUCTS \_\_\_\_\_

Check this box if you no longer want to receive faxes from MIATCO and Food Export USA-Northeast. Please provide your company name and fax number and fax this form back to 800.671.7111. If you would like to hear about future MIATCO and Food Export USA-Northeast promotions via e-mail, please provide your e-mail address.

Check this box if you'd like to receive export assistance to prepare for your meetings.

### Food & Hotel China—The Toast of China

Last year 15,502 visitors from 32 countries and regions gathered together under one roof for business matching. Key buyers from hotel groups, hospitality and entertainment institutions make use of Food and Hotel China to source for supplies. Benefit from the country's blueprint to attract 17 million visitor arrivals and \$30 million tourism receipts by 2015. If you are a manufacturer of products for the retail and foodservice industries and looking for business expansion, this is a rare opportunity to accelerate your sales plan and broaden your perspectives.

### A Convenient Way to Off-Set Expenses

Companies will be responsible for exhibiting fees, freight, travel, etc. These **expenses may qualify to receive 50% Branded Program reimbursement** for qualified participants! The number of participants is limited so hurry to register!

### About MIATCO and Food Export USA—Northeast

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA—Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



MIATCO  
**312.334.9200**  
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