

# Focused Trade Mission to the Middle East

One-On-One Meetings with Buyers from the Middle East's Impressive Export Market

November 9-14, 2007, Dubai & Kuwait



## Products of Interest

Nearly every major U.S. agricultural sector can benefit from the growth in this market in such sectors as:

- Grocery products
- Meat and dairy
- Seafood
- Pet foods
- Foodservice and retail
- Ice cream
- Snack foods
- Condiments
- Candies
- Honey

## Both Segments of this Trade Mission Includes:

- In-market seminar on the Middle East markets and label regulations
- Guaranteed one-on-one meetings with key buyers, importers and distributors and a table-top product showcase for potential customers
- Import analysis and a competitive store check for one product in one country
- Targeted invitation of qualified buyers
- Matchmaker introductions with qualified Middle Eastern buyers who have expressed interest in your products
- Inclusion in the Trade Mission promotional brochure
- On site show assistance by local contractor
- Guided tours of local industry—see the opportunities first-hand!

## Meet With Middle Eastern Buyers Who Want Your Products

Meet with targeted foreign buyers one-on-one. Trade Missions are an excellent opportunity to travel internationally, learn more about your product's export potential and build relationships with interested key importers from the Middle East.

- The six participants in the last Trade Mission in September 2006 reported \$375,000 in actual sales being made at the show, and projected \$1.2 million in projected sales.
- Participating companies ranked the mission 4.75 out of 5 in terms of cost/benefit.
- 59 new contacts were made with buyers and 9 new distributorships were established.

## A Convenient Way to Off-Set Expenses

These expenses may qualify to receive 50% Branded Program reimbursement for qualified participants! The number of participants is limited so hurry to register! Visit [www.branded-program.org](http://www.branded-program.org) for more information.

## For More Information

**Cost:** \$475 for the trade mission (\$712 for out of region companies), inclusive of the cost of sample shipments and in country ground transportation to mission events.

**Deadline:** The registration deadline is October 8, 2007.

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

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

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

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

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

PRODUCTS \_\_\_\_\_

Check this box if you no longer want to receive faxes or e-mails from Food Export – Northeast and Food Export – Midwest. Please tell us why and provide your company name and fax number \_\_\_\_\_.

Fax this form back to 312.334.9230.

If you would like to hear about future Food Export – Northeast and Food Export – Midwest promotions via e-mail, please provide your e-mail address \_\_\_\_\_.

## About Food Export USA—Northeast and Food Export Association of the Midwest USA

Food Export – Northeast and Food Export – Midwest are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



### Food Export USA – Northeast

150 S. Independence Mall West  
Public Ledger Building 1036  
Philadelphia, PA 19106  
**215.829.9111**  
Fax: 215.829.9777  
[www.foodexportusa.org](http://www.foodexportusa.org)



### Food Export Association of the Midwest USA

309 W. Washington St., Ste. 600  
Chicago, IL 60606  
**312.334.9200**  
Fax: 312.334.9230  
[www.foodexport.org](http://www.foodexport.org)

Food Export – Northeast and Food Export – Midwest prohibit discrimination in employment and services. Persons with disabilities who require alternative means of communication for program information or to request our full non-discrimination policy, please contact us.