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Food Arabia 2010

TRADE MISSION & THE 15TH INTERNATIONAL SHOWCASE
FOR FOOD, HOTEL & PROPAC ARABIA IN JEDDAH
Saudi Arabia • May 16-19, 2010

- Introduce your products to importers and key buyers through the trade mission
- SUSTA will provide booth space for you and your products at the trade show

The activity will begin with a trade mission to Jeddah, where suppliers will meet one-on-one with buyers. These meetings will be coordinated by SUSTA and the U.S. Embassy in Jeddah and Riyadh. Afterward, participants will exhibit at the Food, Hotel & Propac Arabia International Showcase, the leading event in the Kingdom for food, beverages, catering, hotel equipment and food technology. Held in the hub of the Saudi food and beverage industry, this annual exhibition provides a platform for new products to the market and enables suppliers and buyers to react quickly to changes within the market and consumer tastes.

Best Prospects:

■ Processed Fruits & Vegetables	■ Milk Products
■ Cheese	■ Red Meats
■ Nuts	■ Fresh Apples & Pears
■ Jams & Jellies	■ Chips
■ Honey	■ Condiments
■ Bakery Products	■ Diet Foods
■ Non-Alcoholic Beverages	■ Fruit & Vegetable Juices
■ Beverage Ingredients	■ Snack Foods

Important Information:

- SUSTA will pay for roundtrip airfare to Jeddah.
- Deadline for application is **March 31, 2010**.
- Participation fee is **\$1,000**, covering booth space and shipping for up to 100 lbs of product samples, non-refundable after February 28, 2010.
- Airline tickets must be purchased in strict accordance with SUSTA procedure.
- Sign up on the Events page at www.susta.org



Register on the events page
at www.susta.org

Contact:

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