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## HACE EGYPT 2008

INTERNATIONAL FOOD, DRINK AND HOSPITALITY EXHIBITION

Cairo • November 10-13, 2008

- *Showcase products with SUSTA at HACE EGYPT 2008*
- *Meet with importers and key buyers*
- *No participation fee for this event*
- *Free shipping of up to 25 lbs. of product samples to the show*
- *A chef will prepare product samples at the show*

Egypt has a population of about 75 million, with an annual growth of 2%. Consumers are more aware of the quality and variety of food products, which has changed their buying habits as well. In the past, products were mostly bought from local markets and shops, but with the increase of supermarkets and hypermarkets in the main cities, Egyptians have strayed away from smaller grocer venues. This change gives way to opportunities for the import of food products with the expansion of fast food chains, hotels and restaurants in the market. In 2005, total U.S. exports of consumer products to Egypt were \$85.2 million, a 75% increase from the previous year.

### Best Prospects:

■ Fruits and Vegetables	■ Juices
■ Snack Foods	■ Condiments
■ Nuts	■ Meats
■ Seafood	■ Confectionery

### Important Information:

- Companies that are not able to attend are invited to send product samples for display at the show.
- Samples will have to be shipped to a forwarder by October 1, 2008.
- Deadline for application / reply is **July 15, 2008**.
- Sign up on the Events page at [www.susta.org](http://www.susta.org)



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