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## HACE Trade Show

October 24-27, 2010 • Cairo, Egypt

- *Booth space at HACE 2010*
- *Meet with importers and key buyers*
- *Free shipping for up to 50 lbs of product samples to the show*

Egypt has a population of about 75.7 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. Products were mainly purchased from local markets and shops, but with the increase of supermarkets and hypermarkets in the main cities, Egyptians have strayed away from smaller grocery venues, leading to an expansion of fast food chains, hotels and restaurants in the market. In 2007, total U.S. exports of consumer products to Egypt were \$146 million. HACE, a combination of six shows, is the largest international hotel supplies and catering equipment exhibition in Egypt. In 2009, 450 exhibitors and nearly 10,000 visitors attended the show.

### Best Prospects:

■ Condiments	■ Juices
■ Snack Foods	■ Confectionery
■ Nuts	■ Meats
■ Sauces	■ Gourmet Food Products

### Important Information:

- Participation fee: **\$350** (Includes 6 sqm booth and free shipping for up to 50 lbs of product samples)
  - **Companies may participate in both the HACE trade show and Egypt trade mission for a reduced cost of \$500**
- Samples will have to be forwarded by September 15, 2010
- Deadline for application: **August 15, 2010**
- No refund on participation fees after August 15, 2010
- Sign up on the Events page at [www.susta.org](http://www.susta.org)



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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