



Bringing the bounty of the Southern USA to the World.

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

SIAL 2010

Southern Originals Pavilion

Paris, France • October 17-21, 2010

- *Take advantage of the low-cost exhibition package offered by SUSTA*
- *Meet with decision makers at this trade-only event*
- *Access the three markets generating 70% of total ethnic and regional food sales in Europe*

SIAL is an opportunity to present your product to more than 140,000 trade visitors. With more than half international visitors (53% EU, 12% non-EU Europe, 10% Asia, 6% Middle East, 7% South America, 5% Africa, and 7% U.S.), participants will be able to reach representatives of many potential markets. A strong Euro paired with a relatively weak dollar make SUSTA products more affordable for many world markets. According to a European Regional Foods Initiative study, 70% of total ethnic and regional food sales in Europe are realized in three mature markets: the United Kingdom, the Netherlands and Germany. U.S. companies benefit from a single customs area and currency.

Best Prospects:

■ High Value/Processed Foods	■ Fruits/Nuts/Vegetables
■ Meat	■ Seafood
■ Vitamins & Supplements	■ Natural
■ Beverages	■ Ethnic Selections

Benefits of Participation:

- SUSTA invites its southern U.S. companies to exhibit in the Southern Originals pavilion and take advantage of:
 - Furnished and signed 7.9' x 7.9' booth
 - Special invitation to importers to visit our pavilion at the show
 - Professional chef preparing samples on site during the show
 - Assistance with sample shipping

Important Information:

- Cost of participation is **\$2,500**
- Sign up for this opportunity by June 30, 2010 at www.susta.org/events
- No refunds for cancellations after July 31, 2010



Register on the Events page
at www.susta.org

Contact:

Barbara Charlet
Oklahoma Dept. of Agriculture
Phone: (405) 522-6192
Email: barbara.charlet@oda.state.ok.us

Cathy Xuefang Ma
North Carolina Dept. of
Agriculture
Phone: (919) 733-7912
Email: cathy.ma@ncagr.gov

Victoria Mejía
MEI Consulting
Phone: (865) 951-1575
Email: victoria@meiconsulting.com

SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, www.susta.org 701 Poydras St #3725, New Orleans, LA 70139

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.