



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 2008

Southern Originals Pavilion

Paris, France • October 19-23, 2008

- Take advantage of the low-cost exhibition package offered by SUSTA
- Meet with decision makers at this trade-only event
- Access 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 55% 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, along with a relatively weak dollar, makes SUSTA products more affordable for Europeans and many world markets. According to a SUSTA 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	■ Fruit/Nuts/Vegetables
■ Meat	■ Seafood
■ Vitamins and Supplements	■ Natural
■ Beverages	■ Ethnic Selections

Benefits of Participation:

- SUSTA invites southern U.S. companies to exhibit in the Southern Originals pavilion and take advantage of:
 - Furnished and signed 100 sq. ft. booth
 - Pre-arranged one-on-one meetings with importers
 - Professional chef preparing samples on site during the show
 - Assistance with sample shipping
- Companies that cannot attend the show may send samples to be displayed at SIAL and will receive any trade leads collected at the show.

Important Information:

- Cost of participation is **\$2,500** (MAP Branded participants are eligible for up to 50% reimbursement; more info at www.susta.org/services/map.html)
- Sign up for this opportunity by **September 26, 2008** at www.susta.org



Register on the Events page at www.susta.org

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