



**Bringing the bounty of the Southern USA to the World.**

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

## *UAE Chef Competition 2008*

### *Southern U.S. Food Products Promotion*

*September 3-4, 2008 • Dubai, United Arab Emirates*

- *The Gulf countries depend much on the import of various food, food service and food processing products*
- *The GCC countries have a high per capita income level, a taste for novel food products and interest in quality food*
- *The GCC countries import a total of \$ 10 billion in food and agricultural products*

As part of our continued efforts promoting southern U.S. food products in this market, SUSTA, in coordination with the Agricultural Trade Office and the Emirates Culinary Guild in Dubai, will hold a chef competition in September 2008. The main target is the promotion of southern U.S. food products and beverages within the food service industry in the market. Chefs from the main hotels in Dubai will prepare a three-course meal menu using southern U.S. food and agricultural products. A reception will be hosted for chefs from the U.A.E., importers and competitors.

Companies from the southern U.S. are invited to participate in this opportunity by sending product samples that will be included by the chefs at the event.

#### *Best Prospects:*

■ Fresh Fruits	■ Spices & Condiments
■ Fresh Vegetables	■ Honey
■ Dried Fruits & Nuts	■ Syrups
■ Sauces	■ Other Products

#### *Important Information:*

- Suppliers are invited to send products for the competition to be prepared by the chefs.
- **No participation fee!** The only cost for participating companies is shipping product samples to a U.S. freight forwarder that will be selected by SUSTA.
- SUSTA will pay for shipment of no more than 35 lbs. per company to Dubai.
- **Registration deadline: July 31, 2008**
- Email [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@arcadis.be) to register or contact Corry de Wit for more details.



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

#### Contact:

Corry de Wit  
Georgia Dept of Agriculture  
Avenue Louise 379, Box 17  
1050 Brussels, Belgium  
Phone: 011-32-2-6471815  
Email: [georgiausagcdewit@arcadis.be](mailto:georgiausagcdewit@arcadis.be)