



Big Picture Report: July 2022
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Are you ready for 2023? SUSTA is ready for you!

Starting August 1, you can reconfirm your MySUSTA account details for 2023 and be ready for the new program year. I encourage you to watch the [recording of our webinar 'Get Ready for 2023'](#), during which SUSTA's Directors show you how to recertify your account step-by-step.

The webinar also walks you through the CostShare application process, spending extra time on the areas of the application where companies are typically stuck. If you are interested in seeing a teaser about SUSTA's new CONNEX 365, there is a brief demonstration of what the new platform will look like and how it will work. Victoria Nwasike, SUSTA's Export Readiness Trainer, expanded on what topics we cover during the 12-hour training and how to register. Keep in mind, there is a training scheduled for the fall and one for next spring too.

Naturally, next year's Global Events were a main topic as well. First Quarter events start out strong, with a number of the top performing shows before April and presenting an opportunity for everyone.

There's the International Food and Drink Event (IFE) in London; it's the biggest food show in the United Kingdom, with more than 25,000 buyers from across the globe and return appearance after this year's show.

Gulfood is in February in Dubai and is traditionally one of the top sales generating shows for SUSTA companies. It's one of the largest shows in the world and attracts buyers from across the Middle East and the world, from every sector of the food business. Several SUSTA exhibitors reported sales at this year's show.

In March, there is the chance to attend FoodEx and exhibit your products in Japan, one of the top markets for U.S. food product exports.

Then there is a trifecta of events, each for specific sectors, in Germany: IPM in Essen, Fruit Logistica in Berlin, and Prowein in Dusseldorf. IPM is the leading horticulture show in Europe and a SUSTA stalwart, as is Fruit Logistica, a premier fresh produce exhibition. Both shows were cancelled due to COVID in 2021, but produced sales in 2020, pre-pandemic, and SUSTA exhibitors reported sales at both shows this year. Prowein is new to the roster, and offers a chance to exhibit craft spirits, craft beer, cider and wine.

These shows are just a taste of the 2023 events. The schedule will be on the SUSTA website in the coming weeks, and you will be able to register for 2023 events starting August 15.

In the meantime, there is still a lot of 2022 left, and a world of opportunity. When you update your My SUSTA account, check out the upcoming events for the rest of the year.