

The Ohio Global Connector

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Upcoming Events

Buyers Mission at NRA

Chicago, Illinois
May 16-19, 2009

Meet international buyers from 8 markets. This event is focused towards the foodservice industry. Registration due May 4.

FoodExportAlliance.com

Buyers Mission All Candy Expo

Chicago, Illinois
May 18-21, 2009

Meet buyers from China, India, Korea, Mercosur, Middle East, and United Kingdom. Registration due May 5.

FoodExportAlliance.com

Buyers Mission at Food Technologists Show

Anaheim, California
June 6-9, 2009

Meet buyers from the Caribbean, India, Korea, Mercosur, and the United Kingdom. Registration deadline is May 25.

FoodExportAlliance.org

Export Potential & The Chinese Market

Cleveland, Ohio
June 24, 2009

Dennis Lynch will be discussing how to prepare and interact with international buyers. An overview of the Chinese market will also be covered. Deadline June 10.

FoodExportAlliance.org

Midwest Buyers Mission

Cleveland, Ohio
July 21, 2009

Meet around 20 international buyers from all over the world without leaving Ohio. Registration due July 6.

FoodExportAlliance.com

For more information:

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Selling to Tourists

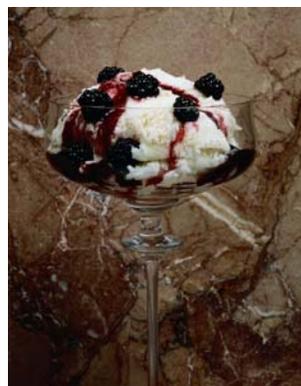
Is your company interested in doing business in the Caribbean? Then attend the Retail and Food Service Focused Trade Mission on June 23-25, 2009 in Kingston, Jamaica.

The benefits of attending this event include:

- Market analysis of a product
- Meetings with buyers
- In-market briefing
- Retail and food service tours
- Product showcase
- Assistance with lead follow-up
- Networking evening

The Caribbean is a growing market for United States products; the United States increased their exportation of agricultural products to the area by 44 percent last year. This is mainly due to the 30 million tourists that visit the re-

gion and close proximity to the United States. United States' main areas of export to the Carib-



bean are cereals, animal feed, meat, prepared food, and fats and oils. Ohio's main exports to that region are animal feed, cereal products, prepared foods, meat,

and non-alcoholic beverages.

The travel fees for this event may qualify to receive Branded Program reimbursement.

For more information please go to FoodExportAlliance.org. Registration is due by April 27.

Cost-Share Program

The Branded Program is a cost-share program providing financial assistance to help Midwestern food and agricultural exporters promote their products in international markets. Participants receive 50% cost reimbursement for a variety of overseas marketing and promotional expenses.

Trade Shows to the Fullest

The expenses of attending a trade show can add up quickly. To get the most out of select international trade shows check to see if the Food Export Association offers the Food Show PLUS!™ program. This service will help your company become more prepared for the event. This enhancement program is designed to improve your trade show experience, provide assistance, and assist your company be a better exhibitor.

Food Export Association's Food Show PLUS!™ service provides

exhibitors and attendees of international trade shows with the information and in-market support needed to be a more prepared and effective. All assistance is provided by in-country representatives who are knowledgeable about the country's food industry and can help companies take full advantage of their trade show participation.

For a list on trade shows where the Food Show PLUS! program is offered please see FoodExportAlliance.org.

While the services vary from show to show the most common services include:

- Assistance with registration
- Translation of sales material
- Industry interpreter at booth
- Feedback on export potential
- Shelf survey of similar products
- Facilitated sales meetings
- Consultations with Food Export's in-market representative
- Site visits to local retail outlets
- Post-show follow-up assistance
- Lead qualification

Ohio

**Department of
Agriculture**