

The Ohio Global Connector

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Upcoming Events

Natural Products Expo East Buyers' Mission Boston, Massachusetts September 23-26, 2009

Meet approximately 12 international buyers from eight different countries here in the US in one-on-one meetings at the Natural Products Expo East. Registration deadline: Sept. 9.

ANUGA Food Show PLUS! Cologne, Germany October 10-14, 2009

Attending or exhibiting at the show? Take advantage of services offered to make your time at the event more rewarding. In-market support and arranged meetings available to your company. Registration deadline: Aug. 14.

Specialty Foods Trade Mission Tokyo, Japan October 19-21, 2009

Meet and interact with buyers from Japan. Also get an understanding of the Japanese market and view of specialty foods. Registration deadline: Aug. 10.

Specialty Foods Trade Mission Seoul, Korea October 22-23, 2009

Meet and interact with buyers from Korea. Also get an understanding of the Korean market and view of specialty foods. Registration deadline: Aug. 27.

Find other events at:
www.FoodExport.org

For more information:

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Private Labeling? Think Canada

Are you interested in private labeling or have retail products you would like to sell in Canada? A great opportunity to learn about the vast Canadian market is to attend the Retail and Private Label Trade Mission in Toronto, Canada from September 20-22.

Food Export Association of the Midwest's Focused Trade Mission services offer companies the opportunity to examine an international market in person and learn first-hand about a particular country's many intricacies.

Companies will attend tours of supermarkets, receive in-market briefings, attend a labeling seminar, as well as receive market analysis on one of their products prior to the visit.

Most importantly, by attending the trade mission, they have the opportunity to meet one-on-one with Canadian buyers and



retailers who have a desire to offer an ever increasing number of premium quality private label and retail goods. Buyers are interested in a variety of products, including:

- Cereal-based snack foods
- Ethnic sauce
- Non-alcoholic beverages
- Specialty cured meats/sausages
- Healthy products—sugar free, all natural, gluten free, etc.
- Pre-cooked frozen foods
- Other private label and retail foods

Help off-set your travel expenses by enrolling in the Branded Program which may qualify you to receive up to a 50 percent reimbursement.

Date: Sept. 20-22, 2009
Location: Toronto, Canada
Registration Deadline: July 26
Cost: \$475
www.foodexport.org

Valuable Online Resource

Need assistance marketing internationally? There are many different options when it comes to exporting internationally. You can take care of everything in-house or you can work with other companies to make exporting a reality.

If you need help with international sales, distribution, or logistics for moving your product internationally look into AgExportLinks.org. This is a great service to find the firms that can make exporting easier and more efficient.

First you must identify your company's needs. Do you have the support in your

company to do it on your own or do you want someone to take care of all your exporting needs? Depending on how much personnel your company can put toward exporting, you may need some assistance from another firm.

AgExportLinks.org allows you to review and contact firms to assist your company export:

- Distributors
- Brokers
- Importers
- Logistic Firms

You can search companies by state, service, product or market.

Then review their website, company description, and countries and products of expertise.

If your company offers exporting or logistical services you can register your company to be included on the Web site. This will aid other companies as well as potentially build your clientele.

This is a free service that is quick and easy to use, could build potential business, and allows you to find companies to assist your business's international expansion.

Ohio

**Department of
Agriculture**