

The Ohio Global Connector

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Upcoming Events

[Midwest Buyers Mission Warrensville Heights, Ohio](#)

[July 21, 2009](#)

Meet around 21 international buyers from 15 different countries without leaving Ohio. Registration deadline July 6.

[SIAL Mercosur Food Show PLUS Buenos Aires, Argentina](#) [August 25-27, 2009](#)

The benefit of this program is you will receive market research, meet with qualified buyers, interpreters, and in-market briefing. Registration deadline June 30.

[Natural Products Expo Asia Food Show PLUS Hong Kong, China](#) [August 27-29, 2009](#)

You will be able to get visit companies, meetings with qualified buyers, receive a market analysis, interpreters, and on-site assistance. Registration deadline July 2.

[Private Label Trade Mission Toronto, Canada](#) [September 20-22, 2009](#)

See if there are private label opportunities in Canada and meet with potential buyers, market analysis of your product, and assistance with leads. Registration deadline July 26.

Find other events at:
www.FoodExport.org

For more information:

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Stay in Ohio but Go Global

How do you create international contacts? One opportunity to network with international companies is to attend the Midwest Buyers Mission on July 21, in Warrensville Heights, Ohio. This is a rare opportunity for Ohio food producers to meet with 21 international companies from 15 different countries in the Buckeye State. These buyers have been selected based on their quality and reputation.

This is a convenient way to meet multiple companies actively looking for food products to put on their store shelves. The goal for this event is for your company to create contacts which will hopefully lead to sales. Last year there was a reported increase of \$850,000 in sales.



These international buyers are looking for many different product categories including:

- Food Service
- Retail Products
- Fresh, Organic, & Healthy
- Private Label
- Specialty & Gourmet
- Frozen Processed Foods
- Kosher

You will have the opportunity to meet with the buyers of your choice for 25 minutes each. Sign up early so that you can schedule your meetings with the companies that you desire. These meetings are a way to get instant feedback on your product, such as if the product fits the country's taste palate.

This opportunity allows your company to network around the globe without leaving the state.

Date: July 21, 2009

Time: 9:30 – 3pm

Location: Warrensville Heights

Registration deadline: July 6

Cost: \$150

[More Information](#)
[Profiles of the Buyers](#)

Going the Extra Step

How does your company create and solidify international contacts? There are many ways to reach international buyers and make contacts. Through the Food Export Association, your company has the option of taking part in many different opportunities from meeting buyers in the US, assistance at trade shows, market research, and other opportunities. One program your company could consider is participating in a Focused Trade Mission.

Focused Trade Missions connect you with buyers and also provide valuable market research. The benefit of seeing and evaluating the country and po-

tential buyers for yourself is priceless. While in the country you may find unexpected opportunities for your company and can evaluate firsthand the market potential for your products.

These missions are focused activities. They not only focus on a country, but also have market segment focuses such as pet food, retail food, or food service.

Some of the assistance offered during a trade mission include: Market overview by the in-market representative, product analysis, guided retail tours, and interpretive services.

If your company qualifies, you may be eligible for the 50% reimbursement through the [Branded Program](#) for airfare, hotel, and food per diem related to attending the trade mission.

Upcoming trade missions:

- [Canada](#), Private Label
- [Japan](#), Specialty Food
- [Korea](#), Specialty Food
- [Chile](#), Retail Food
- [Middle East](#), Retail Food
- [Northern Mexico](#), Retail & Food Service

[See All Trade Missions](#)

Ohio

**Department of
Agriculture**