



## International food and beverage calendar 2008-09

### November 2008

#### East China Regional City Food and Beverage Study Tour

24-28 November, Nanjing, Wuhan, Hangzhou, China

Austrade's East China Regional City Study Tour will assist Australian food and beverage exporters to better understand the market environment and trends through a tailored, group visit program of guided retail site tours and networking events.

Contact: [Julie-Anne.Nichols@austrade.gov.au](mailto:Julie-Anne.Nichols@austrade.gov.au)

### December 2008

#### IFE India, India

2-4 December, New Delhi

IFE India is recognised as the sub-continent's principle food, drink and hospitality industry event. IFE India offers food, drink and hospitality companies a high-profile platform to launch into a market of more than 1 billion people.

Visit: [www.ife-india.com](http://www.ife-india.com)

Contact: [Harsh.Puri@austrade.gov.au](mailto:Harsh.Puri@austrade.gov.au)

### January 2009

#### Winter Fancy Food Show, USA

18-20 January, San Francisco

The largest showcase of Australian food and beverage in North America, Fancy Food focuses on gourmet food and beverages for the retail sector.

Visit: [www.specialtyfood.com](http://www.specialtyfood.com)

Contact: [Victoria.Warden@austrade.gov.au](mailto:Victoria.Warden@austrade.gov.au)

#### Food Gourmet Taste Australia, UK

January, London

Austrade London is hosting a food and beverage tasting event for key importers, distributors, retailers and media. This is suitable for companies seeking to appoint a distribution partner and enter the UK retail market.

Contact: [Julianne.Davis@austrade.gov.au](mailto:Julianne.Davis@austrade.gov.au)

### February 2009

#### ISM Sweets and Biscuits Fair, Germany

1-4 February, Cologne

ISM is one of the leading shows for confectionery in the world. Visit: [www.ism-cologne.com](http://www.ism-cologne.com)

Contact: [Stefan.Augustin@austrade.gov.au](mailto:Stefan.Augustin@austrade.gov.au)

#### Professional Tasting Events, Japan

February-March: Fukuoka, Okinawa, Osaka and Sapporo.

These are half-day business matching events for Japanese importers of Australian food and wine seeking to expand their sales into regional Japan.

Contact: [Yasushi.Miyazono@austrade.gov.au](mailto:Yasushi.Miyazono@austrade.gov.au)

#### Biofach, Germany

19-22 February, Nuremberg

Over 46,000 trade visitors from 124 countries visited Europe's leading organic trade show in 2008. In 2009 over 2,500 exhibitors of organic food of certified quality and natural personal care and products are expected.

Visit: [www.biofach.de](http://www.biofach.de)

Contact: [Stefan.Augustin@austrade.gov.au](mailto:Stefan.Augustin@austrade.gov.au)

#### Gulfood, United Arab Emirates

23-26 February, Dubai

Since 1987, this show has been the Middle East and Africa's primary platform for food, drink, food service and hospitality equipment. In 2008 it attracted 39,000 trade visitors and showcased almost 2000 exhibitors.

Visit: [www.gulfood.com](http://www.gulfood.com)

Contact: [preeti.rekhari@austrade.gov.au](mailto:preeti.rekhari@austrade.gov.au)

### March 2009

#### Unwrapped Autumn

March: San Francisco, Washington, Honolulu

Program designed for new exporters and exporters new to the region to gain product feedback, determine market selection and identify potential barriers to market entry.

Contact: [Linda.Tom@austrade.gov.au](mailto:Linda.Tom@austrade.gov.au)

#### Foodex, Japan

3-6 March, Tokyo

With over 95,000 trade visitors this is the leading food and beverage show for companies seeking to enter or expand their market share in the Japanese market.

Visit: [www2.jma.or.jp/foodex/en/index.html](http://www2.jma.or.jp/foodex/en/index.html)

Contact: [Catherine.Taylor@austrade.gov.au](mailto:Catherine.Taylor@austrade.gov.au)

#### Canadian Restaurant and Food Service Show

8-10 March, Toronto

Canada's largest hospitality event for restaurant and food service sector.

Visit: [www.crfca.ca/tradeshows/crfashow.asp](http://www.crfca.ca/tradeshows/crfashow.asp)

Contact: [Marie.Ross@austrade.gov.au](mailto:Marie.Ross@austrade.gov.au)



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### April 2009

#### **Pacific Hotel and Restaurant Expo, Guam**

*April, date TBC Guam*

This annual expo offers an opportunity to showcase products and services targeting Guam's hotels restaurants and tourism industry.

Visit: [www.ghra.org/events.htm](http://www.ghra.org/events.htm)

Contact: [Ancy.Palma@austrade.gov.au](mailto:Ancy.Palma@austrade.gov.au)

#### **European Seafood Exposition (ESE), Belgium**

*28-30 April, Belgium*

ESE attracts visitors from more than 140 countries, and hosts the decision-makers and purchasers who dominate the seafood industry in Europe and around the world: importers, exporters and wholesalers; institutional, military, and chain buyers; value-added processors and more.

Visit: [www.euroseafood.com](http://www.euroseafood.com)

Contact: [Natacha.Kienlen@austrade.gov.au](mailto:Natacha.Kienlen@austrade.gov.au)

#### **Taste of Australia in Shanghai including East China uncorked & unwrapped; a guided market visit to Chinese second tier city/s in East China.**

*March/April/May 2009 – timing TBC*

This event is open to exporters with products already in the Shanghai market. Some new to market exporters may participate on a selective basis and depending on product sample importation issues. After the showcase tasting event, Austrade will coordinate a study tour to selected second tier city/s to help Australian exporters better understand the market demand and opportunities in regional cities near Shanghai.

Contact: [Julie-anne.Nichols@austrade.gov.au](mailto:Julie-anne.Nichols@austrade.gov.au)

### May 2009

#### **HOFEX, Hong Kong**

*6-9 May, Hong Kong*

Hong Kong's leading International Food Exhibition. One of the largest biannual food and hospitality trade events in Asia with visitors from main markets in Asia, and worldwide.

Visit: [www.hofex.com](http://www.hofex.com)

Contact: [Marilyn.Shea@austrade.gov.au](mailto:Marilyn.Shea@austrade.gov.au)

#### **Food Service Taste Australia, UK**

*May, London*

Austrade London is hosting a food and beverage tasting event for key players in the UK Food service sector. This is suitable for companies seeking to appoint a distribution partner in the UK food service market.

Contact: [Julianne.Davis@austrade.gov.au](mailto:Julianne.Davis@austrade.gov.au)

#### **Malaysian International Halal Show (MIHAS) 2009, Malaysia**

*6 – 10 May 2009, Kuala Lumpur*

Established in 2004 this trade fair is an annual showcase of halal industry players from not only Malaysia but other Islamic markets for halal certified products and services including food and beverages.

Visit: [www.halal.com.my](http://www.halal.com.my)

Contact: [Patricia.Lee@austrade.gov.au](mailto:Patricia.Lee@austrade.gov.au)

#### **Seoul Food & Hotel 2009, Korea**

*26-29 May, Seoul*

The international exhibition for the food, beverage, hotel, restaurant, foodservice, bakery and supermarket industries in Korea.

Visit: [www.seoulfood.or.kr](http://www.seoulfood.or.kr)

Contact: [HaeSook.Chung@austrade.gov.au](mailto:HaeSook.Chung@austrade.gov.au)

#### **International Food Ingredient and Additives Exhibition and Conference, Japan**

*20-22 May, Tokyo*

The key trade show in Japan for companies seeking to access Japanese food manufacturers. Due to recent food safety scares this is particularly good timing for Australian clients to participate.

Visit: [www.ifiajapan.com/2008/en/japan/index.html](http://www.ifiajapan.com/2008/en/japan/index.html)

Contact: [Yuzumi.Tanaka@austrade.gov.au](mailto:Yuzumi.Tanaka@austrade.gov.au)

#### **NRA – National Restaurant Association Show, USA**

*17-20 May, Chicago*

The United States' and the Western hemisphere's largest foodservice and hospitality event, this show is a global marketplace that brings together the foodservice and hospitality industries.

Visit: [www.restaurant.org/show](http://www.restaurant.org/show)

Contact: [Renee.Barton@austrade.gov.au](mailto:Renee.Barton@austrade.gov.au)