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Food Arabia 2012

THE 16TH INTERNATIONAL SHOWCASE FOR
FOOD, HOTEL & PROPAC ARABIA IN JEDDAH

Saudi Arabia • May 20-23, 2012

- *Join us for a trade show in one of the Middle East's fastest-growing economies*
- *SUSTA will provide booth space for you to showcase products at the show*

The Food, Hotel & Propac Arabia International Showcase is the leading event in the kingdom for food, beverages, catering, hotel equipment and food technology. As the hub of the Saudi food and beverage industry, the annual exhibition provides a platform for new products to the market and enables suppliers and buyers to react quickly to changes within the market and consumer tastes.

Best Prospects:

■ Halal Products	■ Beverage Ingredients
■ Jams & Jellies	■ Milk Products
■ Processed Fruits & Vegetables	■ Red Meats (Halal)
■ Honey	■ Nuts
■ Bakery Products	■ Fresh Apples & Pears
■ Non-Alcoholic Beverages	■ Chips
■ Condiments	■ Fruit & Vegetable Juices
■ Diet-Friendly Foods	■ Snack Foods

Important Information:

- Deadline to register for this event is **April 27, 2012**
- Participation Fee is **\$500**, covering booth space and shipping for up to 100 lbs of product samples from a designated consolidation point to be determined
- Participation fees are non-refundable for cancellations after **March 11, 2012**
- Sign up on the Events page at www.susta.org
- Activity participation fee and dates are subject to change



Visit the Events page
at www.susta.org

Contact:

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FOOD ARABIA 2012
ACTIVITY # 2ME62
20 MAY – 23 MAY, 2012

Thank you for your interest in the FOOD HOTEL & PROPAC SHOW, JEDDA, KSA. Below you will find the terms and conditions of this activity accompanied by a registration invoice. Please read the terms and

Company Name:

Contact Name:

Please initial each statement:

I certify that my company is a registered business in the U.S.

I certify that my product(s) or ingredients(s) are grown in the U.S.

I certify that my company will promote product(s) that is at least 50% U.S. origin (excluding added water and packaging) at this event?

I certify that my company is small by SBA standards

Participant Terms and Conditions

Furnished booth space and shipping for up to 100 lbs of product samples from a designated consolidation point to be determined.

Company Evaluation

Participation in our Generic activities requires each company to complete two evaluations. The first evaluation is completed directly following the activity; the second evaluation six months later. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions and evaluate how effective this activity is in assisting you in your exporting efforts. Proprietary information provided is always maintained as business confidential unless otherwise indicated. SUSTA uses an independent consultant firm to assist with six-month evaluations. I understand that I am responsible for completing two evaluations .

Signature:

Consequences

The U.S. Foreign Agricultural Service maintains strict rules on products being promoted and displayed and regularly audits us for compliance. Therefore, SUSTA and State Department of Agriculture Activity Managers reserve the right to ask you to remove any products from the exhibition space that are not of U.S. origin or otherwise against FAS policy. We also reserve the right that if guidelines are not followed to prohibit your company from participating in any future activities.

Print Name:

Title:

Signature:

Date:



SUSTA 2012 Registration Invoice

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

Activity Name: Food Arabia	Activity Number: 2ME62
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Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

SUSTA Services at the Trade Show

By submitting this form, I understand that I am committing to participate in the SUSTA activity and will be contacted by an Activity Manager.

Name (print): _____ Signature: _____

Date: _____ Title: _____

Participation Fee

The participation fee for this activity is **\$500**. This participation fee will entitle you to all of the services outlined above.

I will be paying by: Check Credit Card

Paying By Check:

All checks should be payable to the **Southern U.S. Trade Association**. Mail check with Participation Agreement and this invoice to:

Southern United States Trade Association
701 Poydras Street, Ste 3725
New Orleans, LA 70139

Paying By Credit Card:

Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to Elizabeth@susta.org or fax to 504-568-6010 or mail to the address above.

All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose. SUSTA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, political beliefs, or marital/family status.

