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Food Taipei 2012

Taipei, Taiwan • June 27-30, 2012

- Taiwan is the 6th largest market for U.S. food and agricultural products.
- Both the hotel, restaurant and institution (HRI) and the retail sectors are continuing to grow rapidly.

Now in its 22nd year, Food Taipei is one of Asia's most important food shows and is a popular platform to introduce products to Taiwan and other Asian markets. In 2010, Food Taipei welcomed exhibitors from 28 countries and over 5,100 overseas visitors and over 45,000 local visitors.

In 2010, U.S. exports of consumer-oriented agricultural products increased to \$916 million. Taiwan imported nearly \$3.2 billion of agricultural products from the U.S. in 2009, giving the U.S. a 41% market share, the largest by far.

Suppliers of southern U.S. foods and ingredients can benefit from Taiwan's rapidly growing restaurant industry and retail sector. The presence of chains, such as T.G.I. Friday's and Chili's, are making American-style cuisine more popular, expanding the market for southern U.S. food products.

Best Prospects:

■ Dairy Products	■ Seafood
■ Frozen Prepared Food	■ Snack Foods
■ Meat & Processed Meat Products	■ Condiments
■ Beverages (Wine, Liquor, Juice & Soft Drinks)	■ Fresh & Preserved Fruits & Vegetables
■ Nuts	■ Confectionery & Desserts

Important Information:

- Participation Fee: **\$650**
- Includes shipment of up to 100 lbs from a consolidation point in the U.S. to Taiwan
- Interpreter services will be provided
- **Registration Deadline: February 10, 2012** (No refunds for cancellations after February 10, 2012)
- Register online on the Events page at www.susta.org
- Activity participation fee and dates are subject to change



Register on the Events page at www.susta.org

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