Upcoming events highlight rising markets with trade opportunities

Meet with buyers in Southeast Asia and Europe

The Focused Trade Mission to the Philippines and Thailand for Bakery Ingredients and the Food Show Plus! at Food Ingredients Europe are two excellent opportunities to expand trade to these markets.

The South East Asia Focused Trade Mission is August 3-6. Food Ingredients Europe is Nov. 17-19.

Buyers at the Southeast Asia Focused Trade Mission are interested in additives, cereals/grains, dried fruits, processed products, flour/mixes, and flavorings. Registration and payment ($475) is due June 8. To view the details and register, click here.

The Food Show Plus! event at Food Ingredients Europe is held in Germany. Buyers are interested in ingredients and additives. A Food Show Plus! event provides pre-event preparation, during event assistance, and post-event follow up. Visit the Food Export Association’s Activity Page here for more information regarding this event.

Financing issues? The Branded Program can help! Check out this helpful service provided by the Food Export Association at www.brandedprogram.org. This service of the Food Export Association can reimburse you for some associated costs like attending trade missions and foreign marketing.

Attend the Midwest Buyers Mission

Register today for the Midwest Buyers Mission. Held in three cities: Chicago, Minneapolis, and Cleveland, the Midwest Buyer’s Mission is July 20-24.

The largest event of the summer, it is a cost-conscious and convenient way to increase your visibility in both the foreign and domestic markets. As your company’s budget may be tightening, an affordable way to access new markets is ever-more important.

The event will feature meetings with pre-selected buyers from multiple countries. Companies who attended the 2008 event resulted in over $850,000 of actual sales increases.

The early registration deadline is June 8 with a fee of $100. After that date, the registration fee is $150 until July 6.

Registration also includes the Trade Event Preparation Service to help you adequately prepare and get the absolute most out of your meetings with the buyers at this event.

To register and to learn more visit the activities page at www.foodexport.org.

If you have further questions, please contact Jamie Zmitko-Somers, at (517) 241-3628 or email: zmitkoj@michigan.gov.

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Update your company information

Updating your company’s contact information is one of the simplest ways to improve export relations as it allows buyers to connect with your company via the Michigan Department of Agriculture web site.

Please take a moment to review your company’s information: at www.mdainternational.com. Your correct information links you to both producers and services, mailings, and events throughout the year.

You may e-mail your changes to Amanda VanderMeulen, Food Export Intern at vandermeulena@michigan.gov, fax your changes: (517) 335-0628, or call with your changes: (517) 241-4835.
The Philippine market: A closer look at potential

Generally speaking, the Philippines has certain attractive market advantages to the United States. It is a relatively open trading system with some of the lowest applied tariffs in the Southeast Asian region. The well-educated, largely English-speaking, and rapidly growing population of the Philippines also makes it a prime market for U.S. agricultural goods. An ever-growing middle class has fueled a demand for manufactured and ingredient products as well. However, importers need to be aware of the ongoing issues of poverty and infrastructure in the Philippines.

Major U.S. Agricultural Exports to the Philippines include grains, wheat, soybean meal, dairy products, and red meats. Given that the soybeans, feed grains and their related products are the top agricultural exports of Michigan, the Philippines is a promising exportation market for Michigan agriculture. Open trade, emerging markets, and increased consumerism can lead your company to significant sales in the region.

For more details on the upcoming Southeast Asia trade mission, see page one.

Michigan Pavilion at NRA increased sales and forged trade leads

The 90th National Restaurant Association Show (NRA) saw thousands of restaurant and hospitality professionals. The NRA show is the largest gathering of restaurant, food service and lodging professions. Industry professionals from the fifty states and around the world connected with Michigan companies during the four day event in Chicago, IL, May 15-18, 2009.

The show attracted 54,000 industry professionals including buyers from all segments of the restaurant and hospitality industry.

The Michigan Department of Agriculture (MDA) hosted a Michigan Pavilion where Michigan companies and products were highlighted. Companies exhibiting in the Michigan Pavilion included: Cherry Marketing Institute, DeWitt; Cole’s Quality Foods, Inc., Grand Rapids; Flatout Flatbreads, Saline; Hudsonville Ice Cream, Holland; Michigan Apple Committee, DeWitt; Shoreline Fruit Growers, Traverse City; and Zeeland Food Service, Zeeland.

In conjunction with the NRA Show MDA and the Food Export Association of the Midwest held a food service buyers mission.

Twelve international buyers from Mexico, South Korea, Singapore, United Kingdom, China, Bermuda, Saint Martin, Grand Cayman Islands, Dominican Republic, and Dubai traveled to Chicago for meetings with U.S. companies.

MiDAS Foods International, Oak Park and Hudsonville Ice Cream, Holland participated in the buyers mission and had the opportunity to meet one-on-one with the international buyers, providing the companies with a valuable network of trade leads.

The companies also had an opportunity to send products that were highlighted during a culinary event in which the buyers were able to sample foods prepared with the Michigan companies products.

See the calendar for similar upcoming events (page 1).