



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 1/10/2000

GAIN Report #NL0003

The Netherlands

Promotion Opportunities

Promotion Opportunities Report

2000

Approved by:

Phil Letarte

U.S. Embassy The Hague

Prepared by:

Tatiana van der Harst

Report Highlights:

This report provides a list of trade shows of interest to U.S. exporters

Includes PSD changes: No
Includes Trade Matrix: No
Quarterly Report
The Hague [NL1], NL

In the Netherlands, many agricultural shows occur every year. Tens of thousands of foreign visitors come to these events. Some shows are large events covering the entire agricultural spectrum, while others focus on special agricultural sectors.

The following shows may be of interest to U.S. companies.

1. ROKA Food Fair (grocery trade)

February 20-23, 2000

<http://www.rokafoodfair.nl>

This bi-annual international trade fair is an innovative interface for the food industry and the (wholesale) trade.

The ROKA Food Fair is organized every two years by Jaarbeurs Utrecht in close co-operation with the Central Bureau for Provision Trade (CBL). It is a comprehensive, 'all-round' industry event where demand and supply meet. For both food, non-food and services, the ROKA Food Fair is the 'meeting place' where commercial partners can meet face-to-face to strengthen existing relations or develop new contacts.

ROKA's visitors are diverse, ranging from supermarket staff to organizational management. That's because ROKA meets the information needs of the whole retail food business. And it is also the medium for doing business face-to-face with decision-makers from the specialist food store segment.

2. Californian Wine Tasting (wine importers)

March 23, 2000

<http://www.wijninfo.nl/site/?agenda>

The California Wine Institute organizes this yearly event, which introduces U.S. wineries to the Dutch market. This event will be visited by the major Dutch wine importers and is highly recommended to U.S. wine exporters who would like to enter the Dutch market.

For more info please contact Mr. Paul Molleman at the California Wine Institute, office in the Netherlands at tel. (31) 172-471571 (fax: (31) 172-475545)

3. PLMA's "World of Private Label"

May 23-24, 2000

<http://www.plma.com>

PLMA's "World of Private Label" will be at the RAI Exhibition Centre in Amsterdam, The Netherlands. More than 2,500 exhibit stands from 44 countries will present private label food, beverages, health and beauty care, household and kitchen products, and general merchandise. Over 4,500 visitors, including executives and buyers from major retail and wholesale companies throughout Europe, are expected to attend.

The show floor is divided according to food and non-food categories. A new Perishables Pavilion was introduced in 1999 for fresh meats and produce, deli, baked goods, dairy and chilled, prepared food products. And PLMA's New

Product Expo spotlights the latest innovations in food and non-food products and packaging.

For American manufacturers, the U.S. Department of Agriculture is organizing a special pavilion in the year 2000 to promote U.S. food products at the show.

For further info please contact:

Ms. Maria Nemeth-Ek

U.S. Dept. of Agriculture, Trade Show Office

Tel: (202) 720-3623

Fax:(202) 690-4374

4. Natural Products Expo Europe

June 6-8, 2000

<http://www.expoeurope.com>

New Hope International Media is launching a new trade show and educational conference in Europe. The first Natural Products Expo Europe will take place June 6 - June 8, 2000, at The RAI International Exhibition and Congress Centre in Amsterdam, The Netherlands. For manufacturers, suppliers, and retailers, Expo Europe will feature not only a comprehensive trade show, but also a compelling educational program. There should be hundreds of stands and the latest natural products.

Expo Europe will also include an educational forum for insightful and controversial discussions concerning business strategies, scientific research, new ingredient development, international commerce, and legislative issues. Two conferences will be presented simultaneously: one for those interested in the fast-growing organic market and one for the dietary supplement, functional food, and botanical sectors. Featuring up-to-the-minute news, analysis, and debate, the programs will focus on the major international markets in Europe, Asia, and the U.S. as they address a variety of topics.

5. All-Holland Dairy Show 2000

July 7-8, 2000

<http://www.all-holland-dairy-show.nl>

In close cooperation with breeders and entities offering artificial insemination, top stock produced by the Dutch cattle improvement efforts will be exhibited. This trade fair will provide information in the field of cattle farming, on subjects such as management, automation, mechanization, health care, feeding etc.

The number of visitors will average to 10,000 daily. For groups arriving from abroad, the organization will cooperate in organizing study visits upon request.

6. Landbouw RAI 2000

December 11-16, 2000

<http://www.landbouwrαι.com>

This show offers state-of-the-art agricultural products and the most current information for operations and management. All aspects of agricultural enterprise will be presented at the 21th edition of this leading trade fair for agriculture, market gardening and stock breeding. There will be some 300 participating companies and more than 100,000 visitors.

7. HORECAVA - (hotel restaurant show)

Amsterdam, the Netherlands

January 8-11, 2001

<http://www.horecava.nl>

Horecava is a food service trade fair with over 750 exhibitors. Horecava exhibits a broad spectrum of products, ranging from automation to fittings and furnishings and from food and beverage to food equipment. Horecava is considered the showcase for innovation in the national and international hospitality and catering sectors.