



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Caribbean Basin**

### **Promotion Opportunities**

### **Market Opportunities in the Caribbean Basin**

## **2000**

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#### **Report Highlights:**

**2000 will provide many opportunities for US companies to market their products to buyers throughout the Caribbean. This report contains information on activities targetting the cruise ship industry, as well as importers in the Bahamas, Barbados, and a major show in Puerto Rico.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Trade Report  
Miami[C11], C1

PROMOTIONAL OPPORTUNITIES REPORT

January, 2000

FAS/Miami

Caribbean Basin Agricultural Trade Office

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I. UPCOMING PROMOTIONAL ACTIVITIES/EVENTS

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

A. TRADE SHOWS

EXPO ALIMENTOS (Food-Expo 2000)

Puerto Rico International Food Exposition

April 7-9, 2000

Roberto Clemente Coliseum

San Juan, Puerto Rico

The Puerto Rico Food Marketing and Distribution Association's (MIDA) annual Food-Expo 2000 is an excellent venue for companies interested in selling food products, equipment and services to the major supermarket chains, stores and distributors in Puerto Rico. Endorsed by the Food Marketing Institute (FMI), Food-Expo 2000 will include the participation of companies from Puerto Rico, Mexico, the Caribbean, Canada, Central and South America, and is expected to bring in over five thousand buyers in the retail and food service industry, from Puerto Rico and the region. Contact: Willis Collie, Caribbean Basin Agricultural Trade Office, 909 SE First Avenue, Suite 720, Miami, FL 33131; Tel:305-536-5300, Fax: 305-536-7577, e-mail: cbato@attglobal.net.

SEATRADE CRUISE SHIPPING CONVENTION 2000

March 7-11, 2000

Miami Beach Convention Center

Miami Beach, Florida

Seatrade Cruise Shipping Convention 2000 is the premier event for the cruise industry and an excellent venue for companies interested in selling food products to the major cruise lines. Over 8,900 cruise industry related professionals are expected to attend this year's show, many of which visit the show specifically to source food and beverage products. Showcase your products in the Food & Beverage Section and meet face-to-face with cruise line executives from around the world who have direct influence on purchasing decisions. Take part in the "Cruise Line Purchasing Strategies" session conducted by top cruise line executives on Friday, March 10. The show organizers are offering food and beverage suppliers a special rate on exhibition space of \$1,500 per 8x10 booth. For more information on *Seatrade Cruise Shipping Convention 2000*, and to obtain registration forms, please contact Susan Stokes or Lisa Kahler at Tel: 609-452-2800, Fax: 609-452-9374, E-mail: info@seatrade-events.com or visit the web site at [www.seatrade-events.com](http://www.seatrade-events.com).

**B. OTHER PROMOTIONAL ACTIVITIES**

THE INTERNATIONAL FESTIVAL & FAIR AND SALES MISSION: Wednesday February 2, 2000 to Sunday, February 6, 2000, Barbados. U.S. food and beverage companies are invited to participate in a sales mission to Barbados and attend the annual International Festival and Fair charity event which takes place at the Governor General's residence. 1) Sales Mission: Companies will meet one-on-one with buyers in Barbados and showcase their product. 2) International Festival & Fair: Companies will also be able to further promote their products to Barbadian consumers at this annual charity event. Over 4000 visitors are expected to attend including community leaders and key contacts from the government and business sector. Most embassies use this as an opportunity to promote products, and some have successfully launched new products in the Barbadian market. CBATO, in conjunction with the US Embassy in Barbados, is organizing the participation of US food companies in attending and donating product samples to be sold at the "American Country Store". US companies whose products are already in the Barbadian market can participate through their local representatives, however we encourage US representatives to attend the event. Contact: Willis Collie, Caribbean Basin Agricultural Trade Office, 909 SE First Avenue, Suite 720, Miami, FL 33131; Tel: 305-536-5300, Fax: 305-536-7577, e-mail: [cbato@attglobal.net](mailto:cbato@attglobal.net).

WINE & CHEESE CHARITY EVENT: Saturday, March 11, 2000, 7pm to 11pm, US Ambassador's Residence, Nassau, The Bahamas. CBATO, in conjunction with the US Embassy in the Bahamas, is organizing the participation of US food and wine companies in attending and donating product samples to the American Woman's Group's Annual Wine and Cheese Charity Event to benefit local Bahamian children's charities. This exclusive event, which primarily takes the form of a wine tasting and seminar, is under the patronage of the Prime Minister of the Bahamas, the Honorable Hubert Ingraham and US Ambassador Arthur Schechter. The activity provides an excellent opportunity for US wine companies, as well as those specializing in cheese, produce and appetizer-like snacks, to present their products to a high-profile cross-section of the business, food-distribution and food-service sectors. Contact: Willis Collie, Caribbean Basin Agricultural Trade Office, 909 SE First Avenue, Suite 720, Miami, FL 33131; Tel: 305-536-5300, Fax: 305-536-7577, e-mail: [cbato@attglobal.net](mailto:cbato@attglobal.net).