



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 11/14/2000

GAIN Report #SN0024

Singapore

Promotion Opportunities

2000

Approved by:

Bonnie Borris

Office of Agricultural Affairs

Prepared by:

Bernard Kong

Report Highlights:

Listing of food trade shows schedule for calender year 2000.

Includes PSD changes: No

Includes Trade Matrix: No

Quarterly Report

Singapore [SN1], SN

Section I. Trade Shows

Food Ingredients Asia Show

The Agricultural Affairs Office is participating in the US Pavilion in the Food Ingredients Asia Show scheduled for May 22-24, 2001 at the Singapore International Convention and Exhibition Centre. It is the largest regional ingredients show in Asia and the venue in Singapore annually alternates between the former and a major city in China.

As the show regularly attracts food manufacturers from the Asia Pacific Region, major ingredients manufacturers from EU, Japan, Australia and the United States are anticipated to participate. We expect an attendance of 4,000 trade visitors over the four-day show.

Contact:

Mr. Steven L. Serfling
Director of Marketing and Membership Development
Institute of Food Technologists
221 N. LaSalle Street #300
Chicago, Illinois 60601-1291

SIAL ASIA 2001

This show which is wholly dedicated to food & beverage exhibitors is expected to attract more than 6000 trade visitors not only from the Asian region but also from Europe, Australia and the United States. The Singapore Agricultural Affairs Office will be providing support and will be participating in a US Pavilion. The show will take place from June 5-8, 2001 at the Singapore Expo.

Contact:

Mr. Francois Gros
Exposium North America
505 East Boulevard
Suite 200, Charlotte
North Carolina 28203
USA
Tel: (1-704) 365-0041
Fax: (1-704) 365-8426
E-mail: sial@imexmgt.com

Singapore Seafood Exhibition

The Singapore Seafood Exhibition will take place from November 27-29, 2001 at the Singapore International Convention and Exhibition Centre. The target audience is the seafood trade in the Asian region. In the last show 120 exhibitors from 27 countries participated. National Pavilions were established for India, Peru, Singapore and the United Kingdom. The show organizers recorded a total of 2754 visitors from 54 countries.

While the Agricultural Affairs Office is not intending to have a U.S. National Pavilion, it will lend support to the organizers to promote the show. U.S. exhibitors who are participating in the show may contact our office for market information or trade leads.

Contact:

Pauline Chee
Diversified Business Communications-Asia
8C Trengganu Street
Singapore 058462
Tel: (65)372-1379
Fax:(65)222-7526
Email: pcdivcom@singnet.com.sg

END OF REPORT