



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Guatemala

Promotion Opportunities

Annual

2001

Approved by:

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Report Highlights:

Throughout the year 2002, there are various events that offer promotional opportunities for U.S. companies in Guatemala, El Salvador and Honduras. The following is a schedule of both trade shows and catalog shows in all three countries.

Includes PSD changes: No
Includes Trade Matrix: No
Quarterly Report
Guatemala [GT1], GT

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

Guatemala

I. Trade Shows

Event Interfer 2001
Dates November 23-28, 2001
Venue Parque de la Industria, Guatemala City, Guatemala
Organizer Camara de Industria de Guatemala
Address 10a. Calle 3-80 Zona 1, Guatemala City, Guatemala
Phone (502) 331-0388
Fax (502) 331-6053
E-Mail info@guatemala-chamber.org
Summary This is the largest show in Guatemala. It is an international show held every two years with country pavilions from Mexico, Taiwan, Cuba, Spain, Korea and 17 more countries. The show attracts more than 60,000 visitors from all over Central America to its over 500 booths.

Event Comferia 2002
Dates July 14-21, 2000
Venue Parque de la Industria, Guatemala City, Guatemala
Organizer Camara de Comercio de Guatemala
Address 10a. Calle 3-80 Zona 1, Guatemala City, Guatemala
Phone (502) 362-5179 to 81
Fax (502) 334-2256
E-Mail info@guatemala-chamber.org
Summary More than 130 companies both national and international participate in this annual show. It is the second largest show in Guatemala. The other is show is held only every two years, this is an off year. It encompasses all types of commerce, including banking, tourism, agriculture, education, transportation, communications and much more.

Event Expo-Alimenta 2002
Dates August 27-29, 2000
Venue Westin Camino Real, Guatemala City, Guatemala
Organizer CONGRESA
Address 3ra. Avenida 13-49, Zona 9, Guatemala City, Guatemala
Phone (502) 362-5179 to 81
Fax (502) 334-2256
E-Mail cciexpro@agg.org.gt
Summary This show is designed to promote the food industry. Last year it consisted of 96 booths and 48 companies. There was a total of about 2,500 visitors. Most of the visitors were from the HRI sector. This is the 4th year for this show and attendance has been growing.

USDA/FAS participates in this show with a booth and appointment for U.S. participants.

II. Post Information

Office of Agricultural Affairs
Avenida Reforma 7-01, Zona 10
Guatemala City, Guatemala
Phone: (502) 332-4030
Fax: (502) 331-8293
AgGuatemala@fas.usda.gov

Honduras

I. Trade Show

<i>Event</i>	EXPO USA 2002
<i>Dates</i>	August 2002
<i>Venue</i>	Expocentro, San Pedro Sula, Honduras
<i>Organizer</i>	Honduran American Chamber of Commerce (AMCHAM)
<i>Address</i>	P.O. Box 1838, Tegucigalpa, M.D.C.
<i>Phone</i>	(504) 232-7043/ 232-6035
<i>Fax</i>	(504) 232-2031
<i>E-Mail</i>	hamcham1@netsys.hn
<i>Summary</i>	This event is Honduras' largest international exhibition. More than 50 U.S. companies, already present or new to market, participate in the show. It attracts between 8,000 and 12,000 visitors annually and is an excellent opportunity for U.S. companies in any industry to make business contacts and promote their products/ services. The U.S. Foreign Commercial Service usually participates in this event.

III. Post Information

Office of Agricultural Affairs
Avenida La Paz
Tegucigalpa, Honduras
Phone: (504) 238-5114, Ext.2541
Fax: (504) 236-8342
usdafas@hondudata.com

El Salvador

I. Trade Show

Event Aliexpo
Dates October, 2002
Venue Radisson Plaza Hotel San Salvador, El Salvador
Organizer Salvadoran Distributor's Association (ADES)
Address Plaza Suiza - 3a. Planta, Local LC-5, San Salvador
Phone (503) 223-6574/ 245-3359
Fax (503) 223-6574
E-Mail ades1@quick.elsv.com
Summary Audience is mainly composed of supermarket and wholesale sectors, which are actively searching for new to market products. This event has been highly successful and display area has grown tremendously. The USDA/FAS office in San Salvador usually organizes an "American Night" promotional activity to enhance U.S. products offered in this show.

II. Post Information

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