



Foreign Agricultural Service

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The Netherlands

Promotion Opportunities

Annual

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Report Highlights:

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

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
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In the Netherlands, most agricultural shows occur annually. 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. International Horti Fair

November 6 - 9, 2002, RAI Amsterdam

www.hortifair.nl

This show is internationally acclaimed as the leading trade fair for the production of and trade in horticulture, and associated supply industries.

2. Landbouw RAI 2000

December 10 - 14, 2002, RAI Amsterdam

<http://www.landbouwrai.com>

The Holland Agro Exhibition is the ultimate platform and a unique meeting place for farmers and suppliers. Information about the latest machines, products and trends can be found at this exhibition.

3. Horecava

Hotel, restaurant and catering trade show

January 6 - 9, 2003, RIA Amsterdam,

<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.

4. Californian Wine Tasting (wine importers)

March 19, 2003

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

The Wine Institute of California organizes this bi-annual 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 information please contact Mr. Paul Molleman at the California Wine Institute, office in the Netherlands at tel. +31-(0)172-471571, fax: +31-(0)172-475545) email:molleman@zwart.nl

5. National Food Week

March 23 -26, 2003, Jaarbeurs, Utrecht

www.nationalefoodweek.nl

Inspirational platform for the food branch.

The National Food Week is the largest trade fair of its kind for the Dutch food sector. It signifies an all-in-one concept. The national food week combines product groups, visitor groups, associated trade fairs, congresses and workshops and competitions for professionals and awards.

6. PLMA's "World of Private Label"

May 27 - 28, 2003, RAI Amsterdam

<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 foods, 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.

7. Natural Products Expo Europe

June 4 - 5, 2003, Amsterdam

<http://www.expoeurope.com>

The only European business event to cover the entire Natural Products Industry.

From raw ingredients to finished goods: natural products, dietary supplements, well-being and body care to nutraceuticals, functional foods, herbal remedies and sports supplements, Expo Europe brings the whole industry, and the whole of Europe, together for 2 days of top level business and networking opportunities.

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. Featuring up-to-the-minute news, analysis, and debate, the programs will focus on a variety of topics for the major international markets in Europe, Asia, and the U.S.

8. AGF TOTAAL 2003

September 15-17, 2003, Ahoy Rotterdam

www.agftotaal.nl

International Fruit and Vegetable Show

AGF-Totaal 2003 is Europe's largest specialized trade fair for the international trade in fruit and vegetables. The show is conducted in cooperation with the Association of Wholesale Trade in Fruit and Vegetables and "Vakblad" magazine for the trade in fruit and vegetables.