



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Saudi Arabia**

### **ATO ACTIVITIES reports**

## **Agricultural Export Opportunities Update, August 1999**

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## **AGRICULTURAL EXPORT OPPORTUNITIES UPDATE**

**August 1999**

Riyadh

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### **UPCOMING PROMOTIONAL EVENTS:**

#### **SAUDI FOOD 2000:**

**Saudi Food 2000**, the premier food show in the Kingdom of Saudi Arabia, will take place in Jeddah, February 20-24, 2000. Based on the success of Saudi Food 98, this should be an exciting show, one that will allow U.S. exporters to meet top importers and distributors of food products in the Kingdom.

Saudi Arabia is a \$5 billion import market for foodstuffs, with the United States accounting for about 15 percent of the trade. U.S. exports of consumer-oriented food products to Saudi Arabia reached a record \$126 million in calendar year 1998, with overall agricultural exports topping \$700 million.

If you are interested in participating, please contact the Office of the U.S. Agricultural Trade Office in Riyadh (see above coordinates) or contact the show organizers at their office in McLean Virginia at the following coordinates:

Al-Harithy Company for Exhibitions - ACE

Suite 700

2010 Corporate Ridge Drive

McLean, Virginia 22010

Tel: 703-749-1423

Fax: 703-749-7719

E-Mail: aceusa@pop.xram.com

Contact: Mr. Maroun Medlej

The cost of participation will be \$3,100. This includes the cost of a 3 X 3 meter booth, design and construction, product/customs clearance, obtaining visa. The fee will be payable to Al-Harithy Company. The cost does not include product shipment. ARAMEX has been designated as the official freight forwarder for the show. Coordinates of ARAMEX are with Mr. Medlej in McLean, Virginia.