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Netherlands

Promotion Opportunities

Annual

2004

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Report Highlights:

FAS The Hague reports on upcoming promotional events and trade shows within The Netherlands

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
The Hague [NL1]
[NL]

"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."

Section I FAS/W Endorsed Trade Show

Date	Event	Location	Contact/Organizer
Nov 16-18 2004	HI Europe Health Ingredients conference and trade show www.hi-events.com	Amsterdam, RAI	Sharon Cook U.S. Department of Agriculture FAS Trade Show Office Tel: +1-202-720-3425 Email: Sharon.Cook@fas.usda.gov

HI Europe 2004 is the only exhibition and conference solely dedicated to the health food ingredients industry in Europe this year. This show offers a platform for health, functional and organic food suppliers to exchange ideas, discuss new developments, and sell product.

Section II Other Trade Shows

Date	Event	Location	Contact/Organizer
Jan 10-13, 2005	Horecava Hotel, restaurant and catering trade show www.horecava.nl	Amsterdam, RAI	Project Manager Amsterdam RAI Tel: +31-(0)20-5491212 Fax: +31-(0)20-5491839 Email: horecava@rai.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.

Jan 26-28, 2004	European Fine Food Fair "Where the top chefs of gastronomy meet" Hotel and Restaurant Show www.efff.nl	Maastricht, MECC	Mr. R Rose MECC Maastricht Tel: +31-(0)43-3838383 Fax: +31-(0)43-3838300 Email: efff@mecc.nl
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European Fine Food Fair is a specialized trade show that exhibits exclusive, fresh, natural and traditional products. The assortment encompasses meat, fish, crustaceans, game & poultry, fresh vegetables and fruit, dairy, patisserie, truffles, coffee, cigars and mineral waters. Due to the location of this trade show it attracts visitors from the neighbouring countries such as Belgium and Germany. This trade show is held annually in Maastricht.

Apr 06-08, 2005	National Food Week Inspirational platform for the food branch. www.nationalefoodweek.nl	Utrecht, Jaarbeurs	Project Manager Jaarbeurs Exhibitions & Media Tel: +31-(0)30-2952767 Fax: +31-(0)30-2952814 Email: info@nationalefoodweek.nl
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The National Food Week is the largest trade fair of its kind for the Dutch food sector. Its all-in-one concept combines product groups, visitor groups, associated trade fairs, congresses and workshops and competitions for professionals and awards. This trade show is a bi-annual event.

May 25-26, 2004	PLMA World of Private Label www.plmainternational.com	Amsterdam, RAI	Project Manager PLMA Tel: +31-(0)20-5753032 Fax: +31-(0)20-5753093 Email: info@plma.nl
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This is the largest trade show in Europe dedicated entirely to retailer brands. This trade show has approximately 2,600 exhibitors with more the 30 national and regional pavilions. Products displayed are fresh, frozen and refrigerated foods, beverages and dry grocery products, as well as non-food categories.

Jun 16-17, 2004	Natural Products Expo Europe www.expoeurope.com	Amsterdam, RAI	Penton Media Group Tel: +44-(0)208-2321600 Fax: +44-(0)208-2321625 Email: katharine.toohy@pentoneurope.com
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The only European business event which covers the 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. This show has representatives from the natural products industry, which provides top level business and networking opportunities

Sep 12-14, 2005	AGF Totaal 2005 Bi-Annual International Fruit & Vegetable show www.agftotaal.nl	Rotterdam Ahoy	Organisatie & Adviesburo Delooze b.v. Tel: +31-(0)10-2933250 Fax: +31-(0)10-2933254 Email: agftotaal@ahoy.nl
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AGF-Totaal 2005 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.

Nov 05-08, 2004	International Horti Fair www.hortifair.nl	Amsterdam, Rai	Projectmanager Tel: +31-(0)297-344033 Fax: +31-(0)297-326850 Email: info@hortifair.nl
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This show is internationally acclaimed as the leading trade fair for the production of and trade in horticulture, and associated supply industries.

Section II Other Promotional Activities

Menu Promotion

As a follow-up to the September 2003 menu promotion at Hotels van Oranje (NL), we intend to support additional menu promotions involving US beef. The US industry has increased capacity to ship hormone-free beef to the EU via approved slaughter facilities. However, sales are constrained by high transport costs resulting from current low sales volumes.

Wine and Fine Foods Promotion

We plan to continue our collaboration with the California Wine Institute and other cooperators to hold a follow-up promotion of US fine foods and wines targeted at high-end HRI buyers. In September 2002 a promotional event was held at the residence of the US Ambassador to the Netherlands, attended by over 200 chefs and purchasing managers from this sector. We intend to hold a similar event in September 2004. Product mix will be determined in coordination with cooperator and SRTG groups based on ongoing research into Dutch HRI buying patterns and actual market conditions.

Section III Post Contact and Further Information

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