

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 12/19/2011

**GAIN Report Number:** FR9083

## France

**Post:** Paris

### **Food Ingredients Europe Show – 32 Million USD Expected Sales**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

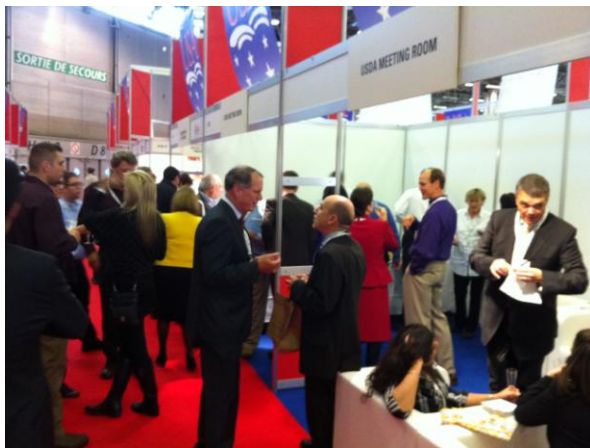
In support of export expansion, FAS assisted 32 U.S. companies and trade associations for the Food Ingredient Europe (FIE) show, France's leading trade exposition for food ingredients and food supplements. U.S. exporters reported 10,000 dollars in on-site sales, with \$31.9 million expected over the next 12 months.

### **General Information:**

FIE 2011, a leading international event for the food ingredient, and food supplement industries, was held in Paris, France, November 29 - December 1. To create national identity and visibility for all U.S. exhibitors, the USDA Foreign Agricultural Service (FAS) Paris staff greeted 32 exhibitors under the USA Pavilion, which included 50 percent of small companies and nine percent of minority-owned company. New to market and new to export companies represented 2 and 3 percent, respectively, of the exhibitors. USDA also organized a trade reception for the U.S. exhibitors and buyers which was attended by the U.S. Ambassador to France. Post was able to invite buyers to this networking reception thanks to our recruitment efforts through new communication tools, please see the following link: <http://www.usda-france.fr/fie-29-nov-1-dec-2011.htm#>. As a result, U.S. exporters reported \$10,000 in one-site sales (only 1 company reported on site sales other mentions N/A) and \$31.9 million in 12-month projected sales.

According to exhibitor feedback forms, 1,029 serious sales contacts were made and 108 new products were introduced. Two U.S. products from Decagon and Fiberstar were selected by the FIE organizers and exhibited under the New Product Area. In addition to providing market intelligence reports, FAS/Paris displayed and distributed literature on sustainable agriculture programs in the United States in English and French, and filled out 16 trade leads for France, Belgium, Netherland, Switzerland, Algeria, Egypt, Lebanon, UAE, Pakistan, and South Korea.

While many of the U.S. exhibitors were “old hands” in the Europe, they underlined the importance of this market for their premium priced products, and gained new contacts in emerging markets as well.



**Networking Reception**



**Fiberstar, a US company, was selected by the FIE board in the new product area.**