



Foreign Agricultural Service

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**Norway**

**Promotion Opportunities**

**Annual**

**2002**

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**Report Highlights:**

**This report provides information on trade shows and other promotional activities in the region of Sweden, Finland, Norway, Latvia and Estonia of interest to U.S. exporters. For planning purposes, the report covers the period of year 2002-2003. The report will be updated on a regular basis.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Stockholm [SW1], NO

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**Disclaimer:**

*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

There are no FAS endorsed shows scheduled during 2002-2003 in Sweden, Finland, Norway, Estonia and Latvia.

## Section II. Other Trade Shows

### SWEDEN

<i>Title of Event</i>	<b>Stockholm Food &amp; Beverage Show</b>
<i>Date</i>	November 8-10, 2002
<i>Venue</i>	Stockholm International Fairs, Stockholm
<i>Organizer</i>	Stockholm International Fairs Massvagen 1, SE-125 80 Stockholm, Sweden Tel: +46-8-749 41 00, Fax: +46-8-99 20 44 Email: <a href="mailto:eva.pihlainen@stofair.se">eva.pihlainen@stofair.se</a> Web Site: <a href="http://www.stofair.se">www.stofair.se</a>

The exhibition will range from raw-products, ready-made food and drinks with and without alcohol, to kitchen equipment, cutlery, literature and food exporting regions. In 2001, 121 participating companies presented themselves to a some 24,000 visitors.

<i>Title of Event</i>	<b>GastroNord 2003</b>
<i>Date</i>	March 17-20, 2003
<i>Venue</i>	Stockholm International Fairs, Stockholm
<i>Organizer</i>	Stockholm International Fairs Massvagen 1, SE-125 80 Stockholm, Sweden Tel: +46-8-749 41 00, Fax: +46-8-99 20 44 Email: <a href="mailto:staff@stofair.se">staff@stofair.se</a> Web Site: <a href="http://www.stofair.se">www.stofair.se</a>

The GastroNord 2000 show included 556 exhibitors and almost 40,200 visitors. Visitors are from the hotel/restaurant, catering and fast food sectors. The fair is Scandinavia's major food trade fair and is recognized as a trend-setter throughout the Nordic-Baltic region. GastroNord 2003 is to be held in conjunction with Vinordic - Scandinavia's major trade fair for wines and spirits.

<i>Title of Event</i>	<b>Vinordic 2003</b>
<i>Date</i>	March 17-20, 2003
<i>Venue</i>	Stockholm International Fairs, Stockholm
<i>Organizer</i>	Stockholm International Fairs Massvagen 1, SE-125 80 Stockholm, Sweden Tel: +46-8-749 41 00, Fax: +46-8-99 20 44

Email: [staff@stofair.se](mailto:staff@stofair.se)

Web Site: [www.stofair.se](http://www.stofair.se)

The Vinordic 2000 show included 23,000 visitors and 185 exhibitors. Visitors are wine-waiters, bartenders, personnel from the Swedish wine and spirits monopoly - Systembolaget, wine and beer journalists, restaurant and hotel staff. The fair has evolved into Northern Europe's major wine marketing event and an increasingly important sales channel into one of the world's most exciting markets for wines, spirits, beers and ciders. Vinordic 2003 is to be held in conjunction with GastroNord - Scandinavia's major food trade fair

<i>Title of Event</i>	<b>Stockholm Beer &amp; Whiskey Festival</b>
<i>Date</i>	End of September, 2003
<i>Venue</i>	Nacka Strand Mass & Konferens Center, Stockholm
<i>Organizer</i>	Stockholms Ol & Vin AB Karlavagen 75 B, 114 49 Stockholm, Sweden Tel: +46-8-662 94 94, Fax: +46-8-662 94 55 Email: <a href="mailto:marianne.wallberg@stockholmbeer.se">marianne.wallberg@stockholmbeer.se</a> Web Site: <a href="http://www.stockholmbeer.se/2002">www.stockholmbeer.se/2002</a>

The Stockholm Beer Festival is the nordic region's leading, annual festival for beer, cider and whiskey. Almost 225,000 people have visited the festival since it started in 1992. The festival in year 2001 featured about 1000 types of beer, cider and whiskey from many different countries. There are beer tastings, entertainment and beer & whiskey seminars. The fair is open until midnight for the trade as well as the general public. Certain hours of the weekdays are open for trade people only.

**FINLAND**

*Title of Event*      **RUOKA 2002, HELSINKI FOOD FAIR**  
*Date*                November , 2002  
*Venue*               Helsinki Fair Centre, Helsinki  
*Organizer*          The Finnish Fair Corporation, Helsinki Fair Centre  
Messuaukio, P.O. Box 21, FIN-00521 Helsinki, Finland  
Tel: +358-9-150 91, Fax: +358-9-142 358  
Email: [info@finnexpo.fi](mailto:info@finnexpo.fi)  
Web Site: [www.finnexpo.fi](http://www.finnexpo.fi)

At the Helsinki Food Fair, you can present not only food, but everything from cooking books to soup ladles and kitchen appliances. The fair will cover all types of cuisine: fast food and organic products, light foods and ethnic dishes, trendy foods and traditional fare, Christmas dishes and everyday favorites, gourmet cuisine and seafood. Visitors are also attracted to the fair by cooking demonstrations, wine tastings and the chance to sample foods.

**NORWAY**

*Title of Event*      **Four Shows Under One Roof**  
*Date*                February, 2003 (3 days)  
*Venue*               Sjolyst Exhibition Centre, Drammensveien 154, Oslo  
*Organizer*          Norway Trade Fairs  
P.O. Box 130 Skoyen, N-1012 Oslo, Norway  
Tel: +47-22-43 91 00, Fax: +47-73-51 61 35  
Email: [nv@messe.no](mailto:nv@messe.no)  
Web Site: [www.messe.no](http://www.messe.no)

This event is the most important meeting place for all suppliers to and buyers for Norwegian hotels, restaurants, cafeterias, institutions, canteens, fast food outlets and retailing in year 2003. It is a combination of four fairs:

- **The Hotel, Restaurant, Institution & Catering Exhibition**

280 participants exhibit food, drink and equipment to the 31,000 visitors.

- **Catering Equipment Exhibition**

A forum and a meeting place for professionals in the catering and restaurant business. Participants get the latest news on developments in equipment for institutional kitchens.

- **Wine-Expo**

Wine-Expo 2003 is a good opportunity to show wine and other alcohol products. More than 13,000

visitors from the restaurant and bar sector come to see what is new in the trade. Exhibitors are producers, agents and importers.

- **Nor-Shop**

It is an opportunity to meet with professionals from the restaurant, café, fast food, bar, hotel and retail business. More than 100 exhibitors show equipment to the 5,200 visitors.

## **ESTONIA**

<i>Title of Event</i>	<b>Tallinn Food Fair 2003</b>
<i>Date</i>	October 29-31, 2003
<i>Venue</i>	Estonia Fairs Center, Pirita Street 28, Tallinn
<i>Organizer</i>	Profexpo OU Ahtri Street 12, 10151 Tallinn, Estonia Tel: +372-6261 347, Fax: +372-6261 348 Email: foodfair@profexpo.ee Web Site: <a href="http://www.profexpo.ee">www.profexpo.ee</a>

The Tallinn Food Fair is the largest annual food trade event in Estonia and the whole Baltic region. Participation in this fair provides a good opportunity for American food exporters to bring their products to the attention of 30 million consumers in the Baltic market and the northern regions of Russia.

## **LATVIA**

<i>Title of Event</i>	<b>Riga Food Fair 2003</b>
<i>Date</i>	September 9-13, 2003
<i>Venue</i>	RTU International Exhibition Centre, Kipsalas Street 8, Riga
<i>Organizer</i>	BT1, Ltd Smerla Street 3-338, Riga, LV 1006, Latvia Tel: +371-752 9918, Fax: +371-782 1493 Email: <a href="mailto:info@bt1.lv">info@bt1.lv</a> Web Site: <a href="http://www.bt1.lv">www.bt1.lv</a>

The Riga Food Fair is an annual fair for food, drinks, food processing equipment, packing, catering and services. This public fair offers an opportunity to introduce American food products to importers and the general public.

## **Section III. Other Promotional Activities**

T.B.A.

## **Section IV. Post Contact Information**

For questions and further information regarding the different countries/markets please contact the appropriate office listed below.

### **Sweden and Finland**

Foreign Agricultural Service  
American Embassy  
Dag Hammarskjolds Vag 31  
115 89 Stockholm, Sweden  
Tel: +46-8-783 53 90  
Fax: +46-8-662 84 95  
Email: [agstockholm@fas.usda.gov](mailto:agstockholm@fas.usda.gov)  
Web Site: [www.usemb.se/Agriculture](http://www.usemb.se/Agriculture)

### **Norway**

Foreign Agricultural Service  
American Embassy  
Drammensveien 18  
N-0244 Oslo, Norway  
Tel: +47-21-30 86 21  
Fax: +47-22-44 94 25  
Email: [us-agric@online.no](mailto:us-agric@online.no)

### **Latvia and Estonia**

Foreign Agricultural Service  
American Embassy  
Raina Bulvaris 7  
1510 Riga, Latvia  
Tel: +371-703 6212  
Fax: +371-722 73 90  
Email: [jolika@apollo.lv](mailto:jolika@apollo.lv)