



Foreign Agricultural Service

GAIN Report

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Austria

Promotion Opportunities

Promotion Opportunities Report for Austria & Central Europe

2000

Approved by:

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U.S. Embassy Vienna

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Report Highlights:

The promotion opportunities report highlights marketing activities held from November 2000 through June 2001 in the following countries: Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna [AU1], AU

PROMOTION OPPORTUNITIES REPORT
for Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia

" 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 Shows

TITLE: **Salima-Inteco-Pivo**
DATE: March 6-9, 2001
VENUE: Brno, Czech Republic
CONTACT: Andrea Fennesz-Berka
 Office of Agricultural Affairs
 American Embassy
 Boltzmanngasse 16
 A-1090 Vienna Austria
 Tel:[43] (1) 31339-2364
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DESCRIPTION: Salima has been the largest food trade show in Central Europe for the last 20 years. In 2000, the show attracted 54,000 visitors of which 10% came from the neighboring countries. There is an increasing demand for certain niche products for the retail and HRI sector. Products with the major market potential are: any type of ethnic food, convenience food adjusted to accommodate local preferences, speciality products from the snack food sector, dried fruits and nuts, wine and spirits, seafood and meat products.

Target countries include: Czech Republic, Slovakia, Hungary, Austria and the Balkans

SECTION II - Other Trade Shows

TITLE: **Foodapest 2000 - Food trade show**
DATE: Nov 28-Dec. 1, 2000
VENUE: Hungary, Budapest
CONTACT: Dr. Ferenc Nemes
 Office of Agricultural Affairs
 Bank Center Building
 Szabadsag Ter 7
 H-1054 Budapest, Hungary
 [Http://www.usembassy-vienna.at/usda/](http://www.usembassy-vienna.at/usda/)

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DESCRIPTION: This is the second largest food trade show in Central Europe and therefore not only attracts the attention from the Hungarian trade but also from the surrounding Central European countries. According to the latest economic data, Hungary is driving the second most dynamic economy in Central Europe. Hungary has Central Europe's highest food consumption per capita. Products with the major market potential are: any type of ethnic food, convenience food adjusted to accommodate local preferences, speciality products from the snack food sector, dried fruits and nuts, wine and spirits, seafood and meat products.

SECTION III - Other Promotional Activities- Listed by dates

TITLE: Seafood and Wine Seminar
DATE: Approx. end of January 2001 or first week February 2001
VENUE: Vienna, Austria - Residence of U.S. Ambassador or major Hotel
CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1)31339-2364
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EMail:Fennesz-BerkaA@FAS.USDA.GOV American Embassy
Http://www.usembassy-vienna.at/usda

DESCRIPTION: Seafood consumption is steadily increasing in Austria, the Austrian HRI sector has noticed a demand for high quality fish and seafood products. This seminar will be led by a well known recognized chef de cuisine, who will explain to a very selected group of 80 maximum 80 Austrian chefs, restaurant owners, traders the preparation and tasting of different U.S. seafood

U.S. seafood importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: Wine Tasting
DATE: February 22, 2001
VENUE: Croatia, Zagreb, Hotel Intercontinental
CONTACT: American Chamber of Commerce
Mrs. Stanka Andrakovic
Executive Director
Krsnjavoga 1
1000 Zagreb

Croatia
TEL: [385] (48) 36777, FAX: [385] (48)36776
Email [:execdir@amcham.hr](mailto:execdir@amcham.hr)

Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: The USA week in Croatia provides the opportunity to meet the major business industry leaders in this expanding market. The Vienna Office of Agricultural Affairs (Andrea Fennesz-Berka) together with the American Chamber of Commerce in Croatia will organize a wine tasting during the USA week held at the Hotel Intercontinental in Zagreb

This is an excellent opportunity for USA wine traders/producers to present their products to an upper income group. Croatia's industry is on an upward swing, major foreign retailers have opened new stores all over the country, recognizing this upcoming new market opportunities. Major retail organizations, traders, importers and distributors will attend.

TITLE: Wine Tasting
DATE: April 2, 2001
VENUE: Innsbruck, Austria
CONTACT: Wine Institute of California
Mr. Paul Molleman
European Director
Prins Bernhardlann 10, Postbus 208
2400 AE Alphen an den Rijn
Netherlands
TEL: [31] (172) 471-571, FAX: [31] (172) 475-545
Email [:molleman@zwart.nl](mailto:molleman@zwart.nl)
Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: In September 1999, the Office of Agricultural Affairs organized a very successful wine tasting in Innsbruck, drawing the attention of the Austrian wine industry from the west of Austria and Südtirol. This second tasting will be sponsored by the Wine Institute with organizational help provided by the Agricultural Affairs office.

TITLE: Central European Trade Mission of Hotel and Restaurant Industry
Members under the Cochran Fellowship Program
DATE: Middle to end of May 2001
VENUE: Group will visit the Hotel and Restaurant Trade show in Chicago, visits
with USA seafood, wine, meat industry are planned

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DESCRIPTION: The Central European HRI group will consist of chefs, restaurant owners, sommelier, seafood/meat/wine buyers from Croatia, Czech Republic, Hungary, Slovenia and Slovakia.

Members of the USA wine/seafood and meat industry are invited to meet with this high level group and organize visits to their production sites. This would give the group an excellent opportunity to see first site the quality and availability of US products

TITLE: In-Store Promotion in the Czech Republic

DATE: End of June 2001
VENUE: A major retail chain (eg. Tesco, Cora)
CONTACT: Ing. Petra Choteborska
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Or: Mr. Logan Brown
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Agricultural Marketing Specialist
3rd Floor Market & Warren Str.
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Email :agmbrow@ag.state.nj.us

Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: This in-store promotion will be organized together with New Jersey Department of Agriculture and Food Export USA-Northeast.

One of the major retail chains will be selected to hold a USA week for approximately 10-15 days. At present there are already many US products in the major Czech retail stores. This promotion will give the US companies an opportunity to re-emphasize the quality of their products through tastings and samplings. The Czech retailer will also be asked to list some new product as a trial period during this promotion.