



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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Argentina

Promotion Opportunities

2000

Approved by:

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U.S. Embassy, Buenos Aires

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Report Highlights:

This report includes information on the FAS Buenos Aires promotional activity calendar for FY 2001.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Buenos Aires [AR1], AR

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

SIAL Mercosur 2001 ("the" food and beverage show for the Mercosur region; a "must" for all companies in the food business)

August 21-24, 2001

Predio Ferial *La Rural*

Buenos Aires, Argentina

Contact information:

IMEX Management, Inc.

505 East Boulevard, Suite 200

Charlotte, NC 28203, USA

Ph: 704-365-0041

Fax: 704-365-8426

E-mail: info@imexmgt.com

Francois Gros, President

Target audience: all professionals in the food business, international buyers from hyper and supermarkets, wholesalers, distributors, importers, exporters, agents, and representatives of the HRI sector.

Post highly recommends U.S. food companies interested in the Mercosur region to participate in this show for the following reasons:

- It will educate them on the local food sector
- It will give them a chance to make serious trade contacts
- It will provide the perfect environment to do business.

Food Ingredients South America 2001 (FiSA 2001) (the only food ingredient show in Argentina and the largest in South America)

May 2001

Buenos Aires, Argentina

Contact information:

Miller Freeman do Brazil

R. Wanderley 848

CEP 05011-001

Sao Paulo, SP, Brazil

Ph: 55-11-3873-0081

Fax: 55-11-3873-1912

Claudia Godoy, Exhibition Director, fisa@mfbr.com

Target audience: Food ingredient suppliers, importers, distributors, international buyers, and representatives of the food processing industry mainly from Argentina and Brazil.

Argentina has been traditionally importing food ingredients from Europe. However, at the present time, there is a growing interest in U.S. food ingredients, which are recognized as being of excellent quality.

SECTION II. Other Trade Shows

Expo Dulce Mercosur (First edition. It is being publicized as the most representative trade show for sugar-base and confectionery products in South America)

April 4-6, 2001

Predio Ferial *La Rural*

Buenos Aires, Argentina

Contact information:

Camara de Industria y Comercio Argentino-Alemana (Argentine-German Chamber of Industry and Commerce) (Representatives in Argentina of ISC-KOLNMESSE)

Florida 547, piso 19

C1005AAK Buenos Aires, Argentina

Ph: 54-11-4394-0099; 4326-6612

Fax: 54-11-4394-0979

Alexandra Pacheco, apacheco@ahkar.com.ar

Target audience: Addressed to both wholesale and retail confectionery market, including importers, exporters, international buyers, hyper and supermarkets, kiosks, etc.

Due to the great interest Argentine firms are showing in U.S. novelty confectionery products, we recommend this show on the basis that it is the largest confectionery show in the region, and also because the organizer is an experienced and well-known German company.

Vinos y Bodegas 2000 (First edition. The only Argentine trade show on wine and alcoholic beverages).

November 1-4, 2000

Tattersall de Palermo

Buenos Aires, Argentina

Contact information:

Grupo Empresario de Exposiciones (GEESA)

Avda. del Libertador 4595

1426 Buenos Aires, Argentina

Ph: 54-11-4773-1411

Fax: 54-11-4776-5011
E-mail: info@geesa.com.ar
Cecilia Carral, Sales Department

Target audience: Argentine and foreign wineries, importers, distributors, specialty wine stores and clubs, culinary organizations, hotels and restaurants.

In the past, Argentine wineries used to participate in food shows to promote their products. This year, they have decided to organize their own show -- sponsored by the Argentine Wine Association -- due to the great success of Argentine wines in international markets. There will be a central exhibition room for Argentine wineries and two lateral sectors assigned to foreign wine companies. *Vinos y Bodegas 2000* is expected to be attended by most Argentine firms related to the wine and alcoholic beverages industry, and also by a good number of foreign visitors.

Palermo Show (traditional agricultural and livestock show held annually in Buenos Aires)
Last two weeks in July and first week in August, 2001
Predio Ferial *La Rural*
Buenos Aires, Argentina

Contact information:
Sociedad Rural Argentina (SRA)
Florida 460
1005 Buenos Aires, Argentina
Ph: 54-11-4322-3431; 4322-2030
Fax: 54-11-4325-8231
Homepage: www.sra.com

Target audience: All Argentine agribusiness companies, agricultural government organizations, and other firms which supply services to agricultural producers.

The *Palermo Show* is an excellent tool for the promotion of U.S. livestock genetics.

Expochacra (Agricultural annual show similar to the U.S. Farm Progress Show)
March 15-18, 2001
Estancia San Patricio
Uranga, Pcia. de Santa Fe, Argentina

Contact information:
Editorial Atlantida S.A.
Azopardo 579
C1307ADG Buenos Aires, Argentina

Ph: 54-11-4346-0100 (ext. 1255-1192)
Fax: 54-11-4346-0234
E-mail: prensa@expochacra.com
Homepage: www.agritotal.com/expovirtual

Target audience: Agricultural producers.

Interesting and educational show for agricultural companies held every year in a large farm.

SECTION III. Other Promotional Activities (organized by FAS Buenos Aires)

- In-store promotion - March/April 2001
- Fancy Food and Confection Show (Summer) buying mission - July 2001
- Menu promotions - CY 2001

Contact information for all SECTION III promotional activities: FAS Buenos Aires office, as follows:

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