



Required Report - public distribution

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GAIN Report #SW0017

Sweden

Promotion Opportunities

2000

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Report Highlights:

This is a report of Scandinavian and Baltic trade shows open to U.S. companies in the next 12 months.

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

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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 known events at this time.

Section II. Other Trade Shows**Year 2000**

October 12-15, 2000 **RUOKA 2000 Helsinki Food Fair**, Helsinki, Finland
Contact: The Finnish Fair Corporation, The Helsinki Fair Centre
P.O. Box 21
FIN-00521 Helsinki, FINLAND
Tel: +358-9-150 91, Fax: +358-9-142 358
Email: info@finnexpo.fi
Web Site: www.finnexpo.fi

The RUOKA 2000 Helsinki Food Fair is a combined trade fair and public event on food and cooking. The first day of the fair is open to professionals of the field, and the remaining three days are open to the public. Over 200 exhibitors will present products from all over the world.

The RUOKA fair is a good opportunity for U.S. exporters to influence the purchasing habits of Finnish consumers and to keep brand names in the minds of the general public.

October 27-29, 2000 **Health 2000**, Helsinki, Finland
Contact: The Finnish Fair Corporation, The Helsinki Fair Centre
Exhibition team 5
P.O. Box 21
FIN-00521 Helsinki, FINLAND
Tel: +358-9-150 91, Fax: +358-9-142 358
Email: reija.kononen@finnexpo.fi
Web Site: www.finnexpo.fi

Health 2000 is one of the biggest health events for the public in the Nordic region. The most recent Health Fair in Helsinki attracted 18,000 visitors and 290 journalists.

November 1-3, 2000 **Tallinn Food Fair**, Tallinn, Estonia
Estonia Fairs Center, Pirita Street 28

Contact: Profexpo OU
Ahtri Street 12, 10151
Tallinn, ESTONIA
Tel: +372-6261 347, Fax: +372-6261 348
Email: foodfair@profexpo.ee
Web Site: www.fair.ee

The Tallinn Food Fair is the largest annual food trade event in Estonia and the whole Baltic region. To participate in this fair is 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.

November 10-12, 2000 **Stockholm Food & Beverage Show**, Stockholm, Sweden

Contact: Stockholm International Fairs
Massvagen 1
125 80 Stockholm, SWEDEN
Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
Email: staff@stofair.se
Web Site: www.stofair.se

The Stockholm Food & Beverage Show is a public fair for food, beverage and kitchen utensils. Exhibitors are food manufacturers, suppliers, wholesalers, retailers and importers. Visitors are the general public interested in food and cooking.

The fair will be covered by many journalists and photographers. It is a good opportunity for U.S. companies exporting to the region to make their products more known to the general public.

Year 2001

March 13-15, 2001 **Elmia Food Mart**, Jonkoping, Sweden
Contact: Elmia Food Mart
Box 6066
SE-550 06 Jonkoping, Sweden
Tel: +46-36-15 20 00, Fax: +46-36-16 46 92
Email: foodmart@elmia.se
Web Site: www.elmia.se/foodmart

The Elmia Food Mart is a specialized trade fair for the grocery trade, and an important forum for the retail food sector in Scandinavia. The fair has an international section with foods from all over the world.

The FAS office at the American Embassy in Stockholm will participate with an information booth.

March, 2001 **ViiniExpo**, Helsinki, Finland
date tbd Contact: Ms. Leena Aarniala
The Finnish Fair Corporation, The Helsinki Fair Centre
P.O. Box 21
FIN-00521 Helsinki, FINLAND
Tel: +358-9-1509 219, Fax: +358-9-142 358
Email: leena.aarniala@finnexpo.fi
Web Site: www.finnexpo.fi

ViiniExpo is a 3-day trade fair aimed at professionals working in the field of alcohol trade. The fair will take place for the ninth time in year 2001. On the last day, the fair will be open to the public as well. The ViiniExpo 2000 fair had 12,359 visitors and 59 exhibitors from 20 countries.

March 27-29, 2001 **Convenience Store/Fast Food/Petrol Station 2001**, Stockholm, Sweden
Contact: Stockholm International Fairs
Massvagen 1
125 80 Stockholm, SWEDEN
Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
Email: staff@stofair.se
Web Site: www.stofair.se

Convenience stores are enjoying major growth in Sweden and throughout the Nordic region. This fair offers a good opportunity to meet purchasers from the major organizations, chains, petrol companies and private businesses in the trade.

September 5-8, 2001 **Riga Food Fair**, Riga, Latvia

RTU International Exhibition Centre
Kipsalas Street 8

Organizers: BT1, Ltd
Smerla Street 3-338
Riga, LV 1006, LATVIA
Tel: +371-752 9918, Fax: +371-782 1493
Email: info@bt1.lv
Web Site: www.bt1.lv

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.

September 28-30, 2001 **Health Fair**, Sollentuna, Sweden
Contact: Sollentuna Exhibition Centre
P.O. Box 174
SE-191 23 Sollentuna, SWEDEN
Tel: +46-8-506 650 00, Fax: +46-8-506 652 01
Email: susann.carlsson@sollfair.se
Web Site: www.sollfair.se

The Health Fair is a forum for companies and organizations in the health business. It is a public fair, and a good opportunity to display and sell health products.

October 23-26, 2001 **Wine Dine & Stay Expo**, Gothenburg, Sweden
Contact: The Swedish Exhibition & Congress Centre
412 94 Gothenburg, SWEDEN
Tel: +46-31-708 80 00, Fax: +46-31-16 03 30
Email: winedinestay@swefair.se
Web Site: www.swefair.se

The Wine Dine & Stay Expo is a combination of five fairs - Hotel, Wine Spirits Expo, Interfood, Scandinavian Fast Food and Retail trade. It is an opportunity to meet with professionals from the restaurant, café, fast food, bar, hotel and retail business.

Section III. Other Promotional Activities

There are no known events at this time.

Section IV. Post Contact Information

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