

Featuring a sneak peek of our new branding and logos!



Food Export
Midwest USA™



Food Export USA
Northeast™

2021 Activity Calendar

New Virtual Buyers and Trade Missions

with 13+ to choose from

Mutiple Food Show PLUS!™ Options

including New Showcases

In-Person Events currently scheduled to resume

the second half of '21

Food Export-Midwest and Food Export-Northeast have planned ahead for 2021 —**working to expand our virtual and remote offerings so you have the chance to reach your global growth goals.** We're making events more accessible and will continue to make adjustments to our programming and in-person events should the unexpected arise. So whatever the future holds, know Food Export remains by your side to support your export needs. [See all our up-to-date opportunities at foodexport.org.](https://www.foodexport.org)

Food Product Activities To Grow Sales.

- Retail Products
- Food Service Products
- Ingredient Products
- Natural Products
- Specialty/Gourmet Products
- Private Label Products
- Seafood Products
- Pet Food/Feed Products

■ Booth Space Available Buyers Missions Food Show PLUS!™ Focused Trade Missions Seafood Tradeshow

VIRTUAL AND REMOTE EVENTS	DATE	PLATFORM / LOCATION	PRODUCTS
Virtual Connect: Winter 2021	Feb. 1-4	Online	● ● ● ● ● ● ● ●
Virtual Buyers Mission for Frozen Food at AFFI - CON 2021	Feb. 22-24	Online	● ● ● ●
Virtual Buyers Mission: Feed Ingredients and Additives	Mar. 2-4	Online	● ●
Virtual Buyers Mission: Pet Food	Mar. 16-18	Online	● ●
Virtual Buyers Mission: Seafood	Mar. 22-25	Online	●
Virtual Connect: Food Service	Apr. 19-23	Online	● ●
Virtual Buyers Mission: Beer, Wine and Spirits	May 4-5	Online	●
Virtual Buyers Mission: Healthy, Natural and Organic	Apr. 13-15	Online	● ● ●
Virtual Trade Mission to Costa Rica	Feb. 8-11	Online	● ●
Virtual Trade Mission to Peru for Retail and Food Service Products	Apr. 6-9	Online	● ●
Virtual Trade Mission to Chile for Retail and Food Service Products	Apr. 12-15	Online	● ●
Virtual Trade Mission to New Zealand	May 10-13	Online	● ●
Virtual Trade Mission to Australia	May 10-13	Online	● ●
Food Show PLUS!™ Showcase at SMTS (Supermarket Trade Show)	Feb. 17-19	Tokyo, Japan	● ● ●
Food Show PLUS!™ Showcase at FOODEX	Mar. 9-12	Tokyo, Japan	● ● ● ● ● ●
Food Show PLUS!™ Showcase at HOFEX	May 12-14	Hong Kong	● ● ● ● ● ●
Food Show PLUS!™ Showcase at SIAL China	May 18-20	Shanghai, China	● ● ● ● ● ●
Food Show PLUS!™ Showcase at Free Form Functional Food Expo	June 15-16	Amsterdam, the Netherlands	● ● ●
Food Show PLUS!™ Showcase at Alimentec	June 8-11	Bogota, Colombia	● ● ● ● ● ●
Food Show PLUS!™ Showcase at Food Taipei	June 16-19	Taipei, Taiwan	● ●
Food Show PLUS!™ Showcase at Expo ANTAD & Alimentaria	June 22-25	Guadalajara, Mexico	● ● ● ● ●

UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
Dairy, Deli, Bakery Buyers Mission at IDDBA21	June 6-7	Houston, Texas	● ●
Value-Added Feed Ingredients Buyers Mission at the World Pork Expo	June 10	Des Moines, Iowa	●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	June 21-23	Indianapolis, Indiana	● ● ● ●
Specialty Food Buyers Mission at Fancy Food Show 2021	June 25-26	New York, New York	● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	Sep. 25-26	Chicago, Illinois	●
Midwest Buyers Mission	July 26-30	Grand Rapids; Columbus; Chicago	● ● ● ● ● ● ●
NEW Pet Food Buyers Mission at Superzoo	Aug. 16	Las Vegas, Nevada	●
Pet Food Ingredient Buyers Mission at Petfood Forum	Sep. 22	Kansas City, Missouri	●
Natural Products Buyers Mission at Natural Products Expo East	Sep. 22-23	Philadelphia, Pennsylvania	● ● ●
Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo	Sep. 30	Madison, Wisconsin	●
NEW Food Ingredients Buyers Mission at Supply Side West	Oct. 26	Las Vegas, Nevada	●
Caribbean and Latin American Buyers Mission for Retail and Food Service Products	Nov. 3-4	Miami, Florida	● ●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov. 14-16	Rosemont, Illinois	●

2021 is the year to utilize our Branded Program

Now's the time to explore our 50% cost-share reimbursement program that doubles your international marketing budget. Funds are limited every year, including this year, so apply before it's too late at foodexport.org/brandedprogram.

CANADA	DATE	LOCATION	PRODUCTS
Focused Trade Mission to Canada for Specialty and Natural Products	Sep. 1-2	Toronto, Canada	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Canada	Sep. 22-24	Toronto, Canada	● ● ● ● ● ● ● ●
CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA	DATE	LOCATION	PRODUCTS
Focused Trade Mission to Dominican Republic	Aug. 10-11	Santo Domingo, Dominican Republic	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Ingredients South America	Aug. 10-12	Sao Paulo, Brazil	● ● ● ● ● ● ● ●
MEXICO	DATE	LOCATION	PRODUCTS
Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	July 13-16	Mexico City & Monterrey, Mexico	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Tech Summit & Expo	Sep. 28-30	Mexico City, Mexico	● ● ● ● ● ● ● ●
EUROPE	DATE	LOCATION	PRODUCTS
NEW LOCATION Seafood Trade Show at Seafood Expo Global	Sep. 7-9	Barcelona, Spain	● ● ● ● ● ● ● ●
Food Show PLUS!™ at ANUGA	Oct. 8-13	Cologne, Germany	● ● ● ● ● ● ● ●
MIDDLE EAST	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at Gulfood	Feb. 20-25	Dubai, UAE	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Saudi HORECA	Sep. 5-7	Riyadh, Saudi Arabia	● ● ● ● ● ● ● ●
Food Show PLUS!™ at VIV MEA	Nov. 21-24	Abu Dhabi, UAE	● ● ● ● ● ● ● ●
Focused Trade Mission to the Middle East	Dec. 6-8	Dubai, UAE	● ● ● ● ● ● ● ●
ASIA	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at Seoul Food & Hotel	July 27-30	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Seafood Expo Asia	Nov.	Hong Kong	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food & Hotel Vietnam	Sep. 7-9	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
NEW Focused Trade Mission to Taiwan for Food Ingredients	Sep. 13-15	Kaohsiung, Taiwan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at VIV Asia	Sep. 22-24	Bangkok, Thailand	● ● ● ● ● ● ● ●
Focused Trade Mission to Japan for Specialty Products	Oct. 18-19	Tokyo, Japan	● ● ● ● ● ● ● ●
Focused Trade Mission to South Korea for Specialty and Retail Products	Oct. 20-22	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at the China Fisheries and Seafood Expo	Oct. 27-29	Qingdao, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food & Hotel China	Nov. 9-11	Shanghai, China	● ● ● ● ● ● ● ●
IT'S BACK Focused Trade Mission to Malaysia for Organic and Natural Products	Nov. 29-30	Malaysia	● ● ● ● ● ● ● ●
IT'S BACK Focused Trade Mission to Singapore for Organic and Natural Products	Dec. 1-3	Singapore	● ● ● ● ● ● ● ●
OCEANIA	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at Fine Food Australia	Sep. 5-9	Sydney, Australia	● ● ● ● ● ● ● ●

Our Liaisons have answers to your questions. Contact us.



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Let's Get Virtual

Food Export is making everything from events to education more accessible online and will continue to add new opportunities throughout the year.



See all our virtual opportunities at [foodexport.org](https://www.foodexport.org)

What's Happening Online

NEW

Meet Buyers from your own desk through our **new Virtual Connect fair** and virtual missions

Access Educational Resources with newly updated **Export Essentials Online** and complimentary live and 70+ recorded Webinars

NEW

Receive one-on-one customized market insights with **new Virtual Consultations**

NEW

Work with our In-Market Reps to vet buyers with our **new Lead Qualification Service** or to get in-depth market research through Market Builder

Showcase your product in U.S. Foodlink, receive trade leads, and much more!



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