



**Food
Export**
Midwest USA™



**Food
Export USA**
Northeast™

2022 Activity Calendar

**In-Person
Domestic
Buyers Missions**
with 20 to choose from

**Booth + Food
Show PLUS!™
packaged deals**
for select tradeshow

**Take Advantage of
Your Travel with
Back-to-Back**
Focused Trade Missions

The Food Export-Midwest and Food Export-Northeast Activity Calendar is here to help you maximize opportunities in 2022. Browse our programs and activities inside to plan how you'll make international market moves throughout 2022. [Get ahead and register early 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

Buyers Missions	Food Show PLUS!™	Focused Trade Missions	Seafood Tradeshow
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UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
Specialty Food Buyers Mission at the Winter Fancy Food Show	Jan. 15-17	San Francisco, California	● ● ● ● ● ● ● ●
Northeast Buyers Mission	Jan. 24-27	Boston, New York, Philadelphia	● ● ● ● ● ● ●
Frozen Food Buyers Mission at AFFI - CON 2022	Feb. 22-24	Dallas, Texas	● ● ● ●
Natural Products Buyers Mission at Natural Products Expo West	Mar. 9-10	Anaheim, California	● ● ●
Seafood Buyers Mission at Seafood Expo North America	Mar. 12	Boston, Massachusetts	●
Pet Food Buyers Mission at Global Pet Expo	Mar. 22	Orlando, Florida	● ●
Pet Food Ingredient Buyers Mission at Petfood Forum	May 1	Kansas City, Missouri	●
Food Service Buyers Mission at the National Restaurant Association Show	May 21-23	Chicago, Illinois	● ●
Beer, Wine and Spirits Buyers Mission at BAR at the Show	May 23	Chicago, Illinois	●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 23-24	Chicago, Illinois	● ● ● ●
Dairy, Deli, Bakery Buyers Mission at IDDBA22	June 6-7	Atlanta, Georgia	● ●
Caribbean and Latin American Buyers Mission for Retail and Food Service Products	June 8-9	Miami, Florida	● ●
Value-Added Feed Ingredients Buyers Mission at the World Pork Expo	June 8	Des Moines, Iowa	●
Specialty Food Buyers Mission at the Summer Fancy Food Show	June 24-25	New York, New York	● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 10-11	Chicago, Illinois	●
Midwest Buyers Mission	July 25-28	Grand Rapids; Columbus; Chicago	● ● ● ● ● ● ●
Bakery Ingredients Buyers Mission at IBIE	Sep. 18	Las Vegas, Nevada	●
Natural Products Buyers Mission at Natural Products Expo East	Sep. 21-22	Philadelphia, Pennsylvania	● ● ●
Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo	Oct. 5	Madison, Wisconsin	●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov. 14-16	Rosemont, Illinois	●

CANADA	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at SIAL Canada	Apr. 20-22	Montreal, Canada	● ● ● ● ● ●
Food Show PLUS!™ at CHFA West	Apr. 23-24	Vancouver, Canada	●
Focused Trade Mission to Toronto for Specialty and Natural Products	Aug. 31-Sep. 1	Toronto, Canada	● ●

CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA	DATE	LOCATION	PRODUCTS
Focused Trade Mission to Panama	Feb. 8-9	Panama City, Panama	● ●
Focused Trade Mission to Guatemala	May 11-12	Guatemala City, Guatemala	● ●
Food Show PLUS!™ at Alimentec	June 7-10	Bogota, Colombia	● ● ● ● ● ●
BACK-TO-BACK Focused Trade Mission to Chile	Aug. 8-9	Santiago, Chile	● ●
BACK-TO-BACK Focused Trade Mission to Colombia	Aug. 10-12	Bogota, Colombia	● ●

2022 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.

MEXICO	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at Expo ANTAD & Alimentaria	March	Guadalajara, Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	July 18-22	Mexico City & Monterrey, Mexico	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Tech Summit & Expo	September	Mexico City, Mexico	● ● ● ● ● ● ● ●
BOOTH SPACE PACKAGE Food Show PLUS!™ at FIGAP	Oct. 19-21	Guadalajara, Mexico	● ● ● ● ● ● ● ●
EUROPE	DATE	LOCATION	PRODUCTS
NEW LOCATION Seafood Trade Show at Seafood Expo Global	Apr. 26-28	Barcelona, Spain	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Interzoo	May 24-28	Nuremberg, Germany	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Paris	Oct. 15-19	Paris, France	● ● ● ● ● ● ● ●
MIDDLE EAST	DATE	LOCATION	PRODUCTS
BOOTH SPACE PACKAGE Food Show PLUS!™ at Gulfood	Feb. 13-17	Dubai, UAE	● ● ● ● ● ● ● ●
Focused Trade Mission to the Middle East	Dec. 5-7	Dubai, UAE	● ● ● ● ● ● ● ●
ASIA	DATE	LOCATION	PRODUCTS
BOOTH SPACE PACKAGE Food Show PLUS!™ at VIV Asia	Jan. 12-14	Bangkok, Thailand	● ● ● ● ● ● ● ●
BOOTH SPACE PACKAGE Food Show PLUS!™ at SMTS (Supermarket Trade Show)	Feb. 16-18	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FOODEX	Mar. 8-11	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FHA (Food & Hotel Asia) - Food & Beverage	Mar. 28-31	Singapore	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	May 14-17	Shanghai, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Seoul Food & Hotel	May	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Taipei	June	Taipei, Taiwan	● ● ● ● ● ● ● ●
Virtual Trade Mission to Southeast Asia - Thailand, Malaysia, Singapore and Philippines	June 21-23	Online	● ● ● ● ● ● ● ●
BACK-TO-BACK Focused Trade Mission to Hong Kong for Pet Food and Pet Products	Aug. 15-16	Hong Kong	● ● ● ● ● ● ● ●
BACK-TO-BACK Focused Trade Mission to China for Pet Food	Aug. 17-19	China	● ● ● ● ● ● ● ●
Focused Trade Mission to Vietnam for Retail, Food Service and Ingredients	Sep. 13-15	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
BACK-TO-BACK Focused Trade Mission to Japan	Oct. 24-25	Tokyo, Japan	● ● ● ● ● ● ● ●
BACK-TO-BACK Focused Trade Mission to Korea New Healthy Convenient Foods (from the US Heartland and Coast)	Oct. 26-28	Seoul, South Korea	● ● ● ● ● ● ● ●
OCEANIA	DATE	LOCATION	PRODUCTS
BOOTH SPACE PACKAGE Food Show PLUS!™ at Fine Food Australia	Sep. 5-8	Melbourne, Australia	● ● ● ● ● ● ● ●

Our Liaisons have answers to your questions. Contact us.



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Let's Get Virtual

Food Export continues to work to expand our virtual offerings so you have the chance to reach your global growth goals. We're making everything from events to education more accessible online 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.

What's Happening Online

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

Receive one-on-one customized market insights with **Virtual Consultations** or receive in-depth market research through **Market Builder**

Work with our In-Market Reps to vet buyers with our **Lead Qualification Service**

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

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



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