



**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 to plan how you'll make international market moves throughout 2022. **Get ahead and register early. Find all our current events at [foodexport.org/events](https://foodexport.org/events).**

## 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 Tradeshows
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UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS							
Value-Added Feed Ingredients Buyers Mission at IPPE	Jan. 26	Atlanta, Georgia								●
Specialty Food Buyers Mission at the Winter Fancy Food Show	Feb. 5-7	Las Vegas, Nevada	●	●	●	●	●	●	●	●
Frozen Food Buyers Mission at AFFI - CON 2022	Feb. 19-21	Dallas, Texas	●	●					●	●
Natural Products Buyers Mission at Natural Products Expo West	Mar. 9-10	Anaheim, California	●	●		●				
<span style="background-color: #90ee90; padding: 2px;">NEW</span> Food and Beverage Buyers Mission at SIAL America	Mar. 21-22	Las Vegas, Nevada	●	●						
Pet Food Buyers Mission at Global Pet Expo	Mar. 22	Orlando, Florida	●							●
Northeast Buyers Mission	Mar. 28-31	Boston; New York; Philadelphia	●	●	●	●	●	●	●	●
Pet Food Ingredients Buyers Mission at Petfood Forum	May 2	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 the National Restaurant Association Show	May 22	Chicago, Illinois		●						
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 23-25	Chicago, Illinois	●			●	●	●		
Dairy, Deli, Bakery Buyers Mission at IDDBA22	June 5-6	Atlanta, Georgia	●	●						
Value-Added Feed Ingredients Buyers Mission at the World Pork Expo	June 8-9	Des Moines, Iowa								●
Specialty Food Buyers Mission at the Summer Fancy Food Show	June 10-11	New York, New York	●	●	●	●	●	●	●	
Caribbean and Latin American Buyers Mission for Retail and Food Service Products	June 28-30	Miami, Florida	●	●						
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	●	●	●	●	●	●	●	●
<span style="background-color: #90ee90; padding: 2px;">NEW</span> Plant-Based Food Buyers Mission at the Plant Based World Conference and Expo	Sep. 8	New York, New York	●	●	●	●	●			
Bakery Ingredients Buyers Mission at IBIE	Sep. 18	Las Vegas, Nevada			●					
Natural Products Buyers Mission at Natural Products Expo East	Sep. 28-29	Philadelphia, Pennsylvania	●	●		●				
Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo	Oct. 5	Madison, Wisconsin								●
Food Ingredients Buyers Mission at SupplySide West	Nov. 1-2	Las Vegas, Nevada			●					
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov.	Rosemont, Illinois							●	

CANADA	DATE	LOCATION	PRODUCTS							
Food Show PLUS!™ at SIAL Canada	Apr. 20-22	Montreal, Canada	●	●	●	●	●	●	●	
Focused Trade Mission to Toronto for Specialty and Natural Products	Sep. 7-8	Toronto, Canada				●	●			

CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA	DATE	LOCATION	PRODUCTS							
Focused Trade Mission to Panama	Mar. 21-22	Panama City, Panama	●	●						
<span style="background-color: #ff8c00; padding: 2px;">BOOTH SPACE PACKAGE</span> Food Show PLUS!™ at Alimentec	June 7-10	Bogota, Colombia	●	●		●	●	●		
<span style="background-color: #90ee90; padding: 2px;">BACK-TO-BACK</span> Focused Trade Mission to Chile	Aug. 8-9	Santiago, Chile	●	●						
<span style="background-color: #90ee90; padding: 2px;">BACK-TO-BACK</span> Focused Trade Mission to Colombia	Aug. 10-12	Bogota, Colombia	●	●						
Focused Trade Mission to Guatemala	May Oct. 5-7	Guatemala City, Guatemala	●	●						

## 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](http://foodexport.org/brandedprogram).

MEXICO	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at Expo ANTAD & Alimentaria	May 16-19	Guadalajara, Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	July 18-22	Mexico City & Monterrey, Mexico	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at Food Tech Summit & Expo	Sep. 28-29	Mexico City, Mexico	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at FIGAP	Oct. 19-21	Guadalajara, Mexico	● ● ● ● ● ● ● ●

EUROPE	DATE	LOCATION	PRODUCTS
<b>NEW LOCATION</b> Seafood Trade Show at Seafood Expo Global	Apr. 26-28	Barcelona, Spain	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Interzoo	May 24-27	Nuremberg, Germany	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Paris	Oct. 15-19	Paris, France	● ● ● ● ● ● ● ●

MIDDLE EAST	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> 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
Food Show PLUS!™ Showcase at SMTS (Supermarket Trade Show)	Feb. 16-18	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FOODEX	Mar. 8-11	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	May 14-17	Shanghai, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Seoul Food & Hotel	June 6-10	Seoul, South Korea	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at Food Taipei	June 22-25	Taipei, Taiwan	● ● ● ● ● ● ● ●
Virtual Trade Mission to Southeast Asia - Thailand, Malaysia, Singapore and Philippines	June 21-23	Online	● ● ● ● ● ● ● ●
Virtual Trade Mission to China and Hong Kong for Pet Food and Pet Food Ingredients	Aug. 15-18	Online	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FHA (Food & Hotel Asia) - Food & Beverage	Sep. 5-8	Singapore	● ● ● ● ● ● ● ●
Focused Trade Mission to Vietnam for Retail, Food Service and Ingredients	Sep. 13-15	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to Japan	Oct. 24-25	Tokyo, Japan	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to Korea New Healthy Convenient Foods (from the US Heartland and Coast)	Oct. 26-28	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at China Fisheries & Seafood Expo	Oct. 26-28	Qingdao, China	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at the Seoul International Cafe Show	Nov. 23-26	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	Dec. 7-9	Shanghai, China	● ● ● ● ● ● ● ●

OCEANIA	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> 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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# In-Person Events are Back

Food Export is committed to conducting in-person events safely so you can meet international buyers face-to-face and have the chance to reach your global growth goals. We will continue to make adjustments to our programming and 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

NEW

With new episodes monthly the **Food Export Podcast** is a new tool to continue to increase your export education efforts

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 current opportunities at **foodexport.org**

