

**ATLANTIC CANADA PARTICIPATION IN THE
14TH AMERICAS FOOD & BEVERAGE SHOW
BEING HELD AT THE MIAMI BEACH CONVENTION CENTER
OCTOBER 26 & 27, 2010**

Overview:

The Atlantic Food and Beverage Processors Association, with support from ACOA, AAFC and the Atlantic Canada Food Marketing Group is again hosting an Atlantic Canada pavilion at the "Miami food & beverage show" October 26 & 27. Setup and preliminary events will be on October 25. Most companies will have follow-up meetings later in the week after the show.

Funding:

The association has applied for funding support from ACOA and the provinces and has negotiated a commission agreement with the World Trade Centre. These will pay for the pavilion logistics and **reduce the booth fees by 60%**. AAFC has applied for funding to bring in chefs, for one-on-one meetings and a reception.

The Market:

The Miami show is at the heart of a very exciting trillion dollar plus food market in the south-eastern US, the Caribbean and Latin America. 1,200 food & beverage importers, exporters and distributors are based in Miami alone and cruise line buyers purchase there for eight million passengers per year. The market is accessible to food producers in Atlantic Canada via land and sea routes down the coast. It is a significant current market with huge potential for growth.

The Show:

The show is the largest two-way show in the Western hemisphere and represents a very cost effective means for Atlantic Canadian producers and processors to come in contact with potentially 6,000 buyers in only two days. Half will be distributors and wholesalers while a quarter will be food service companies. The majority will be from the Caribbean and Latin America, while the remainder will be from the southeastern US and other countries. The show therefore provides a very unique opportunity for Atlantic Canadian companies to develop the Latin American market. Realistically, actual experience is that the people at each Atlantic Canada booth will meet face-to-face with two to three-hundred people who will visit each booth each day plus contacts will be made at receptions and other events. It is likely that each exhibiting company will come away from the show with more than a hundred high quality new sales contacts and several companies will sign contracts at the show. This year there will be 432 booths at the show. About a third of the exhibitors will introduce new products there.

The show organizers have reserved 14 booths very strategically located on 'aisle 300' at the entrance to the convention center for the Atlantic Canada pavilion. Some booths may be occupied by two companies. Several companies attend the show every year while others will be new participants.

The show's web site is www.americasfoodandbeverageshow.com.