

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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U.S. Exhibitors Successful at Largest Food Trade Show

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Salon International de l'Alimentation (SIAL) Paris 2010, welcomed 5,700 exhibitors from 106 countries. Foreign Agricultural Service Administrator Brewer greeted 147 U.S. exhibitors under the USA Pavilion, which was largely represented by small and minority-owned companies. U.S. exporters reported \$12.2 million in on-site sales and \$127.3 million in 12-month projected sales, a 31 percent jump over the previous show's projections.

General Information:

Salon International de l'Alimentation (SIAL) Paris 2010, a bi-annual international food show, welcomed 5,700 exhibitors from 106 countries, who displayed products for over 136,381 visitors from 200 countries.

USDA Foreign Agricultural Service Administrator Brewer greeted 147 U.S. exhibitors under the USA Pavilion, which was largely represented by small and minority-owned companies, 55 and 13 percent, respectively. U.S. exhibitors reported \$12.2 million in on-site sales and \$127.3 million in 12-month projected sales, a 31 percent jump over the previous show's projections. According to exhibitor feedback forms, 2,193 serious sales contacts were made, 617 new products were introduced, and 18 companies are new to market or new to export.

FAS/Paris and the Office of Trade Programs coordinated with SIAL Nutrition and Health Village organizers in selecting two speakers for their conferences: Carol Kramer-Leblanc, PhD., USDA's Director for Sustainable Development and Howard University Professor, Marsha Echols. The speakers participated in the following conferences: 1) "What kind of sustainable agriculture can provide sustainable health?" 2) "How we can train our children to eat a balanced diet and enjoy it!" and 3) "Social Responsibility: Strategic Issues and Strong Trends." In addition to providing market intelligence reports, and supporting a trade reception, FAS/Paris displayed and distributed literature on sustainable agriculture programs in the United States in English and French.

Ambassador Charles H. Rivkin visiting the USA pavilion



Administrator John Brewer supporting U.S. exhibitors

