

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Dominican Republic

Post: Santo Domingo

New HRI Trade Show in the Dominican Republic

Report Categories:

Promotion Opportunities

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Report Highlights:

A new trade show targeting the food service sector started this year in the Dominican Republic. Although it was considerably small, it represents an option versus the traditional "ASONAHORES" trade show held every year by the hotel and restaurant association.

General Information:

Taste is a new Trade Show targeting the hotel and restaurant sector by region in the Dominican Republic. The organizer is a company called “Creato”. The Director of Creato has expressed his desire of having regional shows, one for Punta Cana and another one for Santo Domingo.

2010 was Taste’s first year. It was held in Punta Cana, on the East side of the island, where most of the Hotels are concentrated, and where nearly 60% of tourists choose to stay. Around 12 companies participated as expositors, 4 of those where importers of U.S products, 2 imported from other countries, and the rest represented non agricultural products or where local producers.

According to companies that participated it was well targeted, since only Purchasing Managers and Chefs of Hotels and Restaurants of that area attended. For this reason it could have seen as poorly attended. Taste also offered seminars for the food service sector, which increased the appeal to the target.

We expect this show to grow next year, and maybe it will become good competition for ASONAHORES, the trade show organized by the Hotels and Restaurants Association, which, despite many years of experience has to improve its planning and organization.

We believe that Taste is a good option if interested in exposure to the Hotel and Restaurant sector of a specific part of the island.



