

MÉXICO Alimentaria

Food and Beverage Expo



1-3 JUNE, 2010
Mexico, City



Organized by:

Alimentaria Exhibitions

FIRA DE BARCELONA & REED EXHIBITIONS JOINT VENTURE



E.J. KRAUSE DE MÉXICO

THE BIGGEST **NATIONAL AND INTERNATIONAL OFFER**
OF **FOOD AND BEVERAGES**

www.alimentaria-mexico.com

Year after year, **Alimentaria México** positions itself as the most important place in Mexico in which to do business and present your products and services to professional visitors in the food and beverage industry, distribution, 'self service' and hospitality.

Present your products and make contact with professionals from the sector over the three days of the exhibition and really take advantage of the event that has established itself as the richest and most important for the food and beverage industry in Mexico.

The professionals who visit the exhibition fit the following activity profiles:

- Distribution and marketing of food, beverages and equipment for the hospitality sector
- Food and beverage preparers / Hospitality
- Food and beverage manufacturers
- Support institutions

In addition, the event is visited by Mexico's main distribution chains, as well as the major wholesalers and importers and professional buyers from other countries. They come to Alimentaria México in search of new products and business.

If you have not yet taken part in this event and have products for this sector, wait no longer: participate in

Alimentaria México

Become one of the approximately 450 exhibitor companies representing more than 5,000 products, and do business with over 30 countries from around the world.

The professionals who attend Alimentaria México say they are highly satisfied with their experience, as they find the latest products and a wide variety of options for their business.

- **More than 80%*** of the professionals are decision-makers power and see their visit as beneficial for their companies.
- **More than 70%*** of these professionals are looking for new suppliers.

*Data from our pre-registration

Your participation in Alimentaria México 2010 will be one of your company's most profitable investments.

Why Mexico?

- **Because of its size and importance in the region:** Mexico is Latin America's leading economic power, number 13 in the world, its strategic location on the North American continent gives it a border with the United States extending more than 3,000 km. The country has a population of over 104 million inhabitants, of which more than 70% are under the age of 40 and 72% of these are part of the labour force. 10% belongs to very high social classes.
- **Because of its openness:** Mexico is an open economy which is approximately 60% open. Its trade agreements guarantee preferred access to the world's major economic regions for its products (44 countries), giving it a market of over 1,000 million consumers and making Mexico a platform

with both exports and imports. Mexico has established a position as a point of entry to the markets of North America thanks to NAFTA. In addition, the framework of economic complementation agreements and FTAs with several countries in Europe, South America and its negotiations with MERCOSUR hold the promise of Mexico becoming a launching pad for access to the southern region of South America.

- **Because of its tourist draws and their effect on the food, beverage and equipment sector:** Mexico is a major tourist power and tourism accounts for a little over 8% of GDP. This is the country's third largest source of foreign currency and in the past five years cumulative investment has totalled 12 million dollars.

Mexico's Food and Beverage Sector.

In terms of food and beverages, Mexico is Latin America's most important market. It has enormous growth potential and a great many as yet unexploited niche markets targeting the middle and lower classes as well as the upper classes with gourmet products and differential marketing. Food and beverages continue to be the area on which Mexican households spend the most. In 2006, 29.4% of expenditure went to food and beverages.

According to cumulative INEGI (Spanish acronym for Mexico's National Institute of Statistics, Geography and Informatics) figures, between January-March 2007 and 2008, food and beverage imports increased by 31.4%. The main imports were: fruits, cereals, animal and vegetable fats, coffee, tea, spices, fish, milk and dairy products, eggs, honey, beverages and meat.

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editions maintaining the quality of our exhibitors and visitors

Exhibitor profile:

All of the companies that produce, manufacture or market food, beverages and equipment for the industry, such as:

- Farm products
- Poultry
- Non-alcoholic beverages
- Meat products
- Frozen foods
- Preserves
- Sweets
- Dairy products
- Spirits
- Bakery products
- Fish and seafood
- Organic products
- Wine
- Equipment and accessories for the preparation, preservation and presentation of food and beverages
- and more...



...in search of distribution channels and direct sales or promotion.

PyMES Pavilion

Within the aim of supporting small Mexican Companies, Alimentaria México offers a space with special features to accommodate small-scale producers who want to grow their business.

National and International Pavilions

Alimentaria México brings together the states of the **Republic of Mexico** so that they can promote their products to the full range of domestic and international buyers who visit us.

International Pavilions showing the products currently being distributed in the international market.



Hire your place in the pavilions today!

Restaurama

Restaurama is made up of companies which manufacture and market food and beverage, preservation and presentation equipment and accessories for the hospitality sector. Restaurama targets professional visitors who are looking for equipment for their establishments. It was created in response to significant growth in demand and to meet the new needs of this sector.

Visitor profile

The last edition of Alimentaria México welcomed close to 11,900 buyers from 25 countries such as: Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Croatia, Czech Republic, Dominican Republic, El Salvador, Germany, Guatemala, Honduras, Hungary, Italy, Nicaragua, Nigeria, Peru, Poland, Slovenia, Spain, Netherlands, Uruguay, Venezuela, the United States, with the following profiles:

Distributors

- Large Chain
- General Wholesaler
- Specialised Wholesaler
- General Importer
- Specialised Importer
- Retail Chain
- Convenience Shop Chain
- Department Store Gourmet Dept.
- Government Shop
- Public Sector Shop
- Specialised Retailer
- Exporter

Restaurants and catering

- Chain Restaurant
- Independent Restaurant
- Take-Away Food Service
- Banquet Service
- Bar/Night Spot
- Hotel Restaurant
- Factory Canteen
- Airline Catering
- Hospital Food Service
- Institutional Food Service
- School/University Cafeteria

Due to the Visitor quality, Alimentaria México become the best Business Center for exhibitor companies. Visitors profile: 34% from Food Service, 29% Distribution, 28% Manufacturers, 8% Institucional Organizations and Press

DISTRIBUTORS

Professional Profile

Over 60%
are Chairman and General Managers

Annual budget for the purchase of products:



Interest Products:

* Multiple response



Purchasing decision:

70% decide or
recommend the purchase



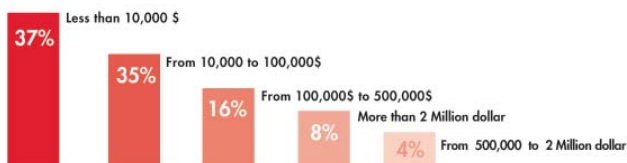
Over 75% of Professional Visitors from Distribution and Food Service are looking at Alimentaria México for new products and new suppliers.

FOOD SERVICE

Professional Profile

53% are Chairman
and General Managers and Owners

Annual budget for the purchase of products:



Interest Products:



Purchasing decision:

Over **70%** decide
or recommend the purchase



Reasons to exhibit

The difference between other food and beverage trade shows in Mexico and Alimentaria México can be summarised as:

- Exclusively for professionals
- Professional, diverse visitors, as the event exclusively targets professionals from the distribution channel (wholesalers, retailers and distributors), food service, restaurants and hospitality, as well as the agents who are directly or indirectly involved in the marketing process for these products.
- A wide range of representatives from the demand side interested in new products and suppliers to help improve their business.
- Highly valuable associated activities aimed at different profiles among Alimentaria México attendees, all professionals

Reasons why you should participate:

- Meet the major buyers face to face
- Obtain the highest profit on your investment
- Visitors to Alimentaria México are looking for new suppliers and products
- Forge ties with national and international producers and reinforce the size of your company in other markets.
- Share your success with the top brands in the sector
- Make your products better known and position your brand in the Mexican market

*Alimentaria México is the best showcase
for promoting your products.
Book your space today!*



Ask about our options for participation

Shell Scheme:

Available for 3m x 3m (9m²) units and larger, at a cost of \$3,400 USD plus VAT.

Includes:

- Exhibition space
- Three side walls, except for corner spaces
- Fascia and name board (no logo)
- Carpet
- One table
- Two chairs
- One rubbish bin
- Electrical socket (110 volts)
- Lighting

Raw space:

Available for 18m² spaces and larger, in 9m² increments, at a cost of \$337 USD plus VAT per square metre.

Includes:

- Exhibition space

Participate in the Innoval pavilion:

The INNOVAL Pavilion gathers together all of the exhibition's new products and is the perfect and ideal showcase for presenting your most innovative products. Located at the entrance to the event will let you impact to all visitors before they arrive at your booth.

In addition, the Innoval Award recognises the efforts of Mexican and international companies in researching and creating new products. The winner chosen by a prestigious jury, may use this recognition for an entire year all together will reinforce the branding of product and company and will increase sales.

Display case: \$620 USD + VAT

Promotional campaign in which you can take part.

Alimentaria México carries out a major promotion, dissemination and public relations campaigns so that you will receive the greatest number of the highest quality buyers at your stand. You can view and participate in these campaigns and the activities we carry out to promote the exhibition and together, we can generate the largest flow of professional buyers.

What we do?

- Mailing of promotional brochures and invitations via direct mail to our base with the largest number of professional buyers.
- Mailing of a Bulletin including your logo and a photo of your product with a description.
- Electronic mailing campaigns to our databases.
- Advertising in 25 dedicated vertical media outlets aimed 100% at the food and beverage industry.
- Website on which we get the attention of our visitors through our pre-registration.
- Telemarketing to keep our base up-to-date and discover what our customers are looking for.
- Viral marketing campaigns through which you can extend personal invitations to your customers

Editorial coverage in the media:

- Fact sheets
- Press conferences
- Press tour
- Interviews with the trade press
- Press room

Book your space today!

Exhibitor directory Options:

The Alimentaria México 2010, exhibitor directory is yet another tool in your advertising strategy. Another tool for you to be present in the minds of your potential clients during an whole year. You can have greater presence in recruiting one of the following options:

PRICES:

Back cover:	\$ 2,100 USD
Inside Front Cover or Inside / Back Cover:	\$ 1,600 USD
Inside page:	\$ 1,050 USD
Footer banner:	\$ 125 USD
Logo and description:	\$ 65 USD

VAT not included

ACTIVITIES PROGRAMME

Another part of the event is the activities programme which allows professional visitors to do more than just carry out business and discover products. They also have the opportunity to acquire or extend their knowledge of the sector and its activity. All of these activities reinforce their experience and make their visit to the event more valuable.



5th Mexican Gastronomy Congress, TENDENCIAS ALIMENTARIA.

This is an important ingredient in Alimentaria México, where well-known professionals and innovators in Mexican cuisine come together and share their vision and trends in national and international gastronomy. At this conference they are joined by a significant number of representatives of Mexico's restaurant sector.



Chef of the Year Competition.

This international event is a benchmark for gastronomy competitions. Exclusively for professionals, it is backed by the World Association of Cooks Societies (WACS) and jointly organised with UNILEVER.



Logistics and Distribution Seminar.

Held for the third consecutive year due to the strategic importance of these areas of the food and beverage industry. This seminar is a space for professionals from the food and beverage sector to identify their needs, find possible solutions and propose new paths to follow.



INNOVAL.

This is the forum for new items launched in the previous 12 months, with the most important food and beverage brands. With these products located in display cases in a special area at the entrance to the event, Innoval becomes an ideal showcase for presenting your products, through which they will be seen and acknowledged as innovators by the entire Mexican industry.



Wine Tasting.

This is a one-of-a-kind experience aimed at professionals from the restaurant sector in order to allow them to offer and pass it on to their customers. The event is supported by the Mexican Sommeliers' Association.



Nutrition Seminars.

Aimed at the sector's professionals who are responsible for establishing requirements, recommendations and determining dietary content for institutions and companies, them Nutrition Seminars are presented by professionals who are responsible for advising major food and beverage companies.



Sommelier of the Year Competition.

This event is promoted and organised by the Mexican Sommeliers' Association. Its mission is to promote the culture of wine in the Mexican market.



Exhibitor companies that have already booked for Alimentaria Mexico 2010

- AD-VINUM.
- AGENCE WALLONNE A L'EXPORTATION (AWEX).
- AIB INTERNATIONAL MEXICO.
- BALTIKA BREWERIES.
- BEATRIZ ATTOLINI ARTE EN LA GASTRONOMIA.
- BEIJING SILKROAD LEGEND INTERNATIONAL EXHIBITION CO., LTD.
- BERRIE'S CLUB.
- BRAZILIAN CHICKEN PRODUCERS AND EXPORTERS ASSOCIATION – ABEF.
- CANADIAN GOLD BEVERAGES.
- CAPE HARBE & SPICE.
- CENCON.
- CHEF MART.
- CIPSA.
- COMERCIAL HISPANA.
- CONSORZIO ITALY EXPORT.
- CONSTRUCCIONES REFRIGERADAS.
- DIATOSTA.
- ENV-A-FLEX.
- ERNESTO IBARRA.
- ETIRAPID.
- ETRUSCA COMERCIAL.
- FLANDERS INVESTMENT & TRADE.
- FORTITECH.
- FRUTA FRESCA.
- GIMIM.
- GOBIERNO DEL ESTADO DE GUANAJUATO.
- GOBIERNO DEL ESTADO DE QUERÉTARO.
- GRUPO CHOCOLATE IBARRA
- HERDEZ.
- ITG GOURMET.
- KEYSTONE GRAIN LTD.
- KITCHEN RESOURCE LLC.
- LA MORENA.
- LANDMAN DRIED PRODUCE.
- LYNCOFF.
- MANZANILLA LA PASTORA.
- MEPLAMAQ.
- METCO.
- MICHAEL FOODS, INC.
- MIDDLEBY WORLDWIDE.
- MOLES DON PANCHO.
- MULTIVAC.
- NAFED, MINISTRY OF TRADE OF INDONESIA.
- OTELA.
- PASA.
- PASTELERIA LOS GIRASOLES.
- POSSTRES.
- PRODUCTOS RICH.
- QIDONG JINHE.
- RIZHAO JINHE.
- SALSA GOURMET CHILE-AJO.
- SIGMA ALIMENTOS.
- SILLIKER MÉXICO.
- SIMPLOT.
- SUPER LIFE.
- SYNGENTA.
- TAMPICO SPICE CO.
- TASTE BOUTIQUE.
- TEASDALE QUALITY FOODS.
- THE METROPOLITAN TEA COMPANY.
- U.S. HIGHBUSH BLUEBERRY COUNCIL
- UNA.
- USA RICE.



Alimentaria México is WITHOUT doubt the best business center for your business

Sales and Information:

Mexico, Central America and The Caribbean:



E.J. KRAUSE DE MÉXICO

Insurgentes Sur 664 - 4º piso, Col. Del Valle

03100, México, D.F.

Tel.: (52-55) 1087-1650 exts. 1136, 1105 y 1144

Fax: (52-55) 5523-8276

Oscar Sánchez

oscar@ejkrause.com

U.S.A., Canada, Japan,
China and Korea:

E.J. Krause & Associates Inc.

EJK & Associates

6430 Rockledge Drive

Suite 200

Bethesda, MD 20817

Tel. 301 493 5500

Shane Poblete

poblete@ejkrause.com

Europe, Africa, Middle East,
Oceania and South America:

Alimentaria Exhibitions

FIRA DE BARCELONA & REED EXHIBITIONS JOINT VENTURE

Diputació, 119-08015 Barcelona, España

Tel.: (+34) 93 452 18 00

Fax: (+34) 93 452 18 01

alimentariamexico@alimentaria.com

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