

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



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GIVING YOU THE TOOLS TO SUCCEED IN 2017

Let's make a plan for 2017! Really, already ... Yes! Food Export is ready to help you start mapping out your export strategy for next year. We are prepared to give you all the tools you need to make an export plan, execute the plan and succeed.

2017 ACTIVITIES ARE NOW OPEN FOR REGISTRATION!

With over 60 activities planned for 2017 Food Export is prepared to help you grow exports of value-added food and agricultural products. Whether your company is just getting started or is already exporting to several countries, we have multiple programs and services to assist you.

We are pleased to have our most popular Buyers Missions, Focused Trade Missions and Food Show PLUS!™ activities available for you in 2017 and excited to announce nine new activities!

NEW FOR 2017

- Buyers Mission at BAR 17 at the National Restaurant Association Show
- Food Show PLUS!™ at APAS, Brazil's supermarket tradeshow.
- Focused Trade Mission to Brazil for Value-Added Feed Ingredients
- Focused Trade Mission to Scandinavia
- Focused Trade Mission to Singapore for Natural and Organic Products
- Focused Trade Mission to Malaysia for Natural and Organic Products
- Focused Trade Mission to Hong Kong for Retail and Healthy Products

With the "Help Me Choose" feature under our "Programs & Services" tab on our website, you can narrow your activity search in many ways. Whether you are focusing on a particular Industry Segment, Food Export Program, World Region or Date, the Help Me Choose feature can help you focus on your specific criteria. Once you have narrowed down your choices you can start making your marketing plan. Using the "Wish List" ♥ can help you remember your researched activities when you're not ready yet to commit with your registration.

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To Celebrate U.S. Suppliers

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Register for an Online foodexport.org Account!

Be sure to create an online account at www.foodexport.org to make the most of your customized online experience—it's quick and easy! Just click on Create An Account at the top right corner of our homepage.



MARKET FOCUS: THE UNITED ARAB EMIRATES (UAE)

The United Arab Emirates (UAE) is a federation of seven emirates (Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al-Qaiwain, Fujairah, and Ras Al-Khaimah). The individual emirates founded the UAE in December 1971. Over the last 38 years, the UAE has developed into the second largest economy in the Arab world.

The Gulf region has enjoyed continued growth. This has been driven by rising public sector spending, especially on physical and social infrastructure, as well as buoyant private sector activity. The UAE's proximity to other Gulf markets acts as an entry route to other GCC countries.

The UAE represents a major market for U.S. exports and serves as an important regional hub for American companies conducting business throughout the Middle East, Africa and South Asia.

UPCOMING ACTIVITIES IN THE MIDDLE EAST

Focused Trade Mission to Dubai for Retail and Food Service Products

December 4 – 6, 2016 Dubai, UAE

Registration Deadline: September 13, 2016 - \$600

Focused Trade Mission to Saudi Arabia Retail and Food Service Products

December 6 - 8, 2016 Jeddah, Saudi Arabia

Registration Deadline: September 13, 2016 - \$600

Food Show PLUS!™ at Gulfood 2017

February 25 – March 2, 2017 Dubai, UAE

Registration Deadline: December 5, 2016 - \$350

INCENTIVES FOR EXPORTING TO UAE

- Diverse economy continually growing and expanding
- Several mega-projects - some associated with preparations for World Expo 2020
- Proximity to other Gulf markets – acts as an entry route to other Gulf countries
- English is widely spoken and accepted as the language of business

STRENGTHS OF THE UAE MARKET

- Forecast sales of packaged food in the market to reach nearly US\$5.7 billion by 2020, an increase of over US\$1.3 billion and 31%.
- High growth items in the forecast include meal replacements; sweet and savory snacks; confectionery; baby food; rice, pasta and noodles; biscuits and snack bars; and sauces, dressings and condiments and spreads.
- Its strategic geographical location - Dubai is regarded as a regional hub and commercial capital for the Middle East, north Africa and beyond
- Large expatriate population
- One of the most liberal trade regimes in the Gulf

TOP U.S. EXPORTS TO THE MIDDLE EAST

- Vegetable Oils
- Condiments and sauces
- Cheese
- Ice Cream
- Ingredients and beverage bases
- Baked snack foods
- Chocolate

GIVING YOU THE TOOLS *continued from front page ...*

Our early registration option is a great, easy way to save money especially if you are a consistent attendee to a specific Buyers Mission or trade show where Food Show PLUS!™ services are available. When you have questions about any

activity or a specific event, call us! We have a full team of Liaisons available to assist you by answering your questions, helping you register for an event and guide you through the buyer selection process.

SUCCESS STORY

GULFOOD SHOW CONTINUES TO CELEBRATE U.S. SUPPLIERS

Gulfood Show, the Middle East's primary business platform in the food and drink industry targets the food service and hospitality industries. The event provides industry suppliers with the region's largest central business hub, ultimately delivering an unrivalled product and service showcase and the opportunity to meet serious international buyers face to face.



Food Export's custom services make exhibiting at international shows, such as Gulfood, easy and helps suppliers focus on selling their products. At the 2016 Gulfood Show, Food Export's twelve Food Show PLUS!™ companies were given a list of buyers and members of the trade, prearranged by Food Export, that would be visiting their booths during the show. Buyers would come directly to the Food Export booth and were escorted to each individual company for one-on-one meetings. U.S. Suppliers represented Midwest and Northeast states including Illinois, New Hampshire, New Jersey, New York, North Dakota, Michigan, and Vermont and Wisconsin.

Actual sales reported by the participating companies were over \$3 million and projected export sales topped \$6.7 million. Two companies had export sales increases of 20% or more. New foreign buyer contacts made by the suppliers were noted at over 1,800 and 126 new agent relationships were formed.

Please let us know if your company has experienced a success as a result of participating in a Food Export-Midwest or Food Export-Northeast program by e-mailing us at foodexport@foodexport.org.



FOOD EXPORT ASSOCIATION OF THE MIDWEST USA® AND FOOD EXPORT USA®-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA.

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Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export Midwest and Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

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NEWS BITE

WHY EXPORT?

Exporting is an excellent way to expand and grow your business.

OVERSEAS GROWTH Exports of consumer food products are growing three times faster than sales here in the U.S. thanks to growing purchasing power and lower trade barriers.

OVERSEAS POTENTIAL 95% of the world's population and two-thirds of total world purchasing power are located outside of the United States.

SMALL COMPANIES CAN BE SUCCESSFUL EXPORTERS It's a misconception that only large companies can succeed overseas. Many small companies have found that their competitive advantage lies in some form of technological or creative advantage.

INTERNATIONAL MARKETS MORE ACCESSIBLE Over 20 Free Trade agreements have been created to help decrease America's trade deficit. These trade agreements have lowered many trade restrictions for U.S. products, giving U.S. exporters an unprecedented access to markets.

EXPORT ASSISTANCE IS AVAILABLE Many firms shy away from exporting because they don't know how to get started. Food Export-Midwest, Food Export-Northeast, your local state agricultural promotion agency and other export providers can provide a wide range of export assistance.

ECONOMIC GROWTH Consumer preferences, shaped by incomes, changing lifestyles, and evolving cultural norms, determine the selection of items available in grocery stores. In developing markets, higher incomes result in diet enrichment, with increased demand for meats, dairy products, and other higher-value food products.

U.S. COMPETITIVE ADVANTAGE Another contributor to the growth in value-added food exports is U.S. food exporters' competitive advantage in food processing. U.S. and Western Europe are considered to have the largest amounts of food and manufacturing centers.

BENEFITS OF EXPORTING – FOR YOU!

INCREASE SALES AND PROFITS If your firm is succeeding domestically, expanding overseas will likely improve overall

profitability. Average orders from international customers are often larger. Increased sales tend to increase productivity by lowering per unit fixed costs.

SHORT-TERM SECURITY By expanding into international markets and spreading your risk over a wider customer base, companies become less dependent upon the ups and downs of the domestic economy.

LONG-TERM SECURITY The U.S. is a mature market with intense competition from domestic and foreign competitors. For most food and agricultural companies, exporting isn't just a way to maximize profits today, it also represents the future of their businesses.

ENHANCE COMPETITIVENESS Repeated studies have shown that exporting improves companies' competitive advantage, providing a new global perspective and facilitating improvements with existing and new products, including some that may find success domestically.

ECONOMIES OF SCALE Exporting is an excellent way to enjoy economies of scale with products that are more "global" in scope and have a wider range of acceptance around the world. The newer the product, the wider range of acceptance in the world, especially to younger "customers," often referred to as the "global consumer".

BENEFITS OF EXPORTING – FOR THE U.S. ECONOMY

JOBS/ECONOMIC ACTIVITY The projected \$133 billion in total exports for FY 2017 is up \$6 billion from last forecast and would be the sixth-highest total on record. The U.S. agricultural trade surplus is also projected to rise to \$19.5 billion, up 40 percent from \$13.9 billion in FY 2016. The U.S. has continued to post an agricultural trade surplus since recordkeeping began in the 1960s.

The projected growth in exports in 2017 is led by increases in overseas sales of U.S. oilseeds and products, horticultural goods, cotton, livestock, dairy and poultry.

EXPORTS FACILITATE SECURITY Small and medium-sized firms account for the vast majority of growth in new exporters. The U.S. agricultural economy is becoming increasingly dependent on exports - about one in every five factory jobs or 20 percent of all jobs in America's manufacturing sector depends on exports.