



Book
Your space now!

Ethnic Foods Europe

15 – 17 March 2011

Brussels Exhibition Centre, Brussels, Belgium



Europe's Most Wanted ^{Trade}
Event for **Ethnic Food Suppliers**
to the **European Food Retail** and
Food Service Market

Exhibition • Meet buyers • Increase your distribution • Network and expand business opportunities • Special zones for Oriental, Indian and Arabic Food
Including High Level **Conference**

www.ethnicfoodseurope.com

All ethnic food suppliers and buyers (small and large) at the same place

The Formula

- THE European trade event on ethnic food and beverage products for the retail and food service market
- Trading and buying platform
- Visitors and delegates have to hear, see and learn about new product developments, retail trade professionalism, trends and innovations with
 - face-to-face meetings
 - networking
 - education

Why Ethnic Foods Europe?

Because Ethnic Food is the fastest-growing segment of retail food sales

With more than 70 percent of European households buying authentic ethnic food and beverage products today, the demand for Ethnic foods is greater than ever. Exhibitors are invited to present their product range of ethnic and specialty food products. New and exciting food tastes from all over the world.

Because a dedicated market place is needed

For a market worth of billions of Euros, it is time for the Ethnic Foods market to have its own market-place: Ethnic Foods Europe 2011 will enable all the attention to be focused on Ethnic Food Products without any distractions. Apart from a targeted audience with one sole interest:

Ethnic Foods and its all related categories. The focus is on: meeting the buyers and their suppliers.

Because the ethnic market will continue to expand

The world is changing, people migrate, travel like never before and cultural mixes generate growing demand for new exotic food experiences. New (2nd generation) consumers demand higher quality standards for ethnic food products in conventional and traditional (small and large) retail stores.

That's Why!



Doing Better Business at a dedicated trade event!

Country Pavilions:
ASK FOR SPECIAL ARRANGEMENTS

Exhibition Area

Big and smaller stands, meeting booths where companies can do business right away. No wonder why prestigious founding member companies already secured their space. Look at the list of exhibitors and join. Secure space NOW!

Integrated networking and business event

Ethnic Foods Europe is about meeting suppliers and buyers, establishing a deep and personal relationship with your (prospective) customers. A matchmaking program is integrated and all activities are at one level together, creating maximum interaction.

Conference

A high level conference and workshops program will run alongside the other events. The comprehensive and state of the art content of the program will further boost the quality level of the visitors. Conference topics include:

- The expanding market for Ethnic Food in Europe
- Consumer behavior in a changing food retail landscape
- Food Safety and Quality
- What are the challenges for Ethnic Food Professionals?

The Components



Already
43%
reserved!

Why Exhibit?

- Existing food events are too general, horizontal and not focused on Ethnic Food Categories
- Ethnic Foods Europe is focused, dedicated and cost efficient
- No other existing trade platform located between the UK, France and Germany: together these countries account for 80% of total sales

Ethnic Foods Europe will provide the means to develop relationships before and after the event, and will enable all exhibitors and participants to stay in touch for 365 days in the year.



The Profile

The exhibition consists of international companies supplying Ethnic Food in all categories and food areas over the world to food retailers and food service companies in Europe.



Who is exhibiting:

- Ethnic Food Manufacturers
- Ethnic Food Wholesalers
- Ethnic Food Distributors
- Ethnic Food Traders
- Ethnic Food Importers and Exporters
- Ethnic Food Consultants
- Ethnic Food Research and Certification
- Associations and Institutes

With Special Zones for:

Oriental Cuisines (Chinese, Thai, Indonesian and Japanese) Arabic Cuisines (Middle Eastern, Turkish) Indian Cuisines, Eastern European and Seafood Cooking

Which Ethnic and Specialty Food Categories and products on display

- Ethnic Food
 - Ethnic Ready Meal
 - Ethnic Snacks and Desserts
 - Ethnic Frozen Food
 - Ethnic Cooking Sauces
 - Ethnic Vegetable, Fresh Fruit and Dry Food
 - Ethnic Meat, Ethnic Dairy
 - Ethnic Seafood
 - Ethnic Prepared and Convenience Food
 - Ethnic Confectionery
 - Ethnic Health and Delicatessen
 - Ethnic Baby Food

- Ethnic Beverages
- Private Label

Delegate / Visitor Profile

Delegates/visitors come from the following groups

- Retail Companies: Large , Small and Medium Size
- Ethnic- and conventional retailers
- Ethnic- and conventional retail-franchise chains
- Cash & Carries
- Food service companies
 - Restaurant chains and bars
 - Hotel chains
 - Company catering
 - Inflight catering
- Wholesalers/Importers
- Member organisations
- Certification bodies

General Managers
Category Managers
Product Managers
Food & Beverage Managers
Chefs de Cuisines
Purchasing Managers
Marketing Managers

You are an important
supplier to Ethnic Food buyers.
You should be there in 2011!

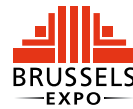
Meeting all expectations for a successful event and
CREATING THE RIGHT PLACE FOR ETHNIC FOOD BUSINESS

The Organisers

Expo Communications BV, the organisers of Ethnic Foods Europe 2011, have a long and solid track record of experience in organising trade fairs for more than 18 years. The same people behind exhibitions and conferences in the field of food quality and safety, HR, volume goods and the chemical industry.

Expo Communications BV will work closely together with sponsoring- and media partners

Supported by



in countries and regions all over the world like Asia, India, Germany, France, Benelux, the United Kingdom, Turkey, Egypt, Japan, South Korea, etc. These (media) relationships are part of a whole series that reach over a total of 500.000 food buying professionals every month!

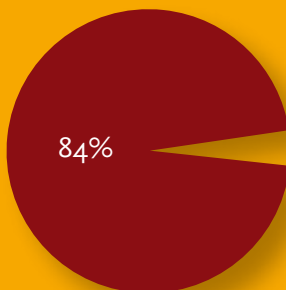
Lebensmittel Praxis (Germany), Food Export International (Asia), SuperMarkt Actueel (Benelux) and others.



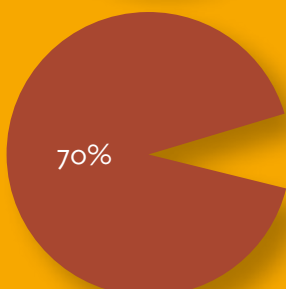
What the research indicated

Extensive research was conducted for Ethnic Foods Europe, and our findings among both visitors/delegate and exhibitor target groups supported the concept.

Independent research shows that:



■ Respondents rated the concepts of a dedicated Ethnic Foods Trade Fair and Conference as excellent/good



■ Major suppliers are interested in exhibiting

What the industry responded

“... the opportunity to really meet suppliers who can deliver what I am looking for ...”



“...high quality delegates guaranteed...”



“A Very interesting initiative”

Mr. Alexander Klein, Manager Branded Products Channel Development, Nestrade – Nestlé World Trade Corporation, Switzerland

“Finally, a program dedicated to ethnic foods justified by its importance !!....”

Mr. Marc Boits, Commercial Director, Heuschen & Schrouff, Oriental Foods Trading BV – The Netherlands



The pure experience



HEUSCHEN & SCHROUFF
ORIENTAL FOODS TRADING

Your direct contact for Ethnic Foods Europe 2011

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Technical details and costs

Date

15 – 17 March 2011

Location

Brussels Exhibition Centre, Brussels, Belgium

Opening hours

10.00 – 17.00 hrs.

Prices

Space per square meter: € 235,--

Promotion Fee: € 850,--

All prices are ex. VAT

Please note

minimum stand size 12m², maximum stand size 100m²



The Advisory Committee

A successful event can only take place if all segments of the market are represented Ethnic Foods Europe is an initiative between major European Ethnic Food manufacturers, distributors and Expo Communications B.V.

We thank the following companies for their support and advice: Heuschen & Schrouff, Gran Food, Saitaku, Kreyenhop + Kluge, The Nielsen Company, Rabobank International, Asia Express Food, Nestrade: Nestlé World Trade Corporation, Lebensmittel Praxis (Germany), Speciality Food (USA), Wine & Gourmet (Japan), Food Export International (Singapore), etc. etc.



HEUSCHEN & SCHROUFF
ORIENTAL FOODS TRADING



For more information visit the website:
www.ethnicfoodseurope.com

Or contact the organisers: Expo Communications B.V., Minervum 7444B, P.O. Box 9449, 4801 LK Breda, the Netherlands, info@expocommunications.nl, Tel +31 (0)76 571-0351, Fax +31 (0)76 571-3907