

# FOOD & HOTEL ASIA • SINGAPORE

TRADE SHOW APRIL 17-20, 2012

# USA PAVILION

THE 18TH INTERNATIONAL FOOD & HOTEL EXHIBITION



USA PAVILION ORGANIZED & MANAGED BY OAK OVERSEAS, LTD.

ALLWORLD  
EXHIBITIONS



Singapore Exhibition  
Services Pte Ltd



THE USA PAVILION IS OFFICIALLY ENDORSED BY  
THE USDA FOREIGN AGRICULTURAL SERVICE, WASHINGTON, D.C.



# THE 18TH INTERNATIONAL FOOD & HOTEL EXHIBITION

ASIA'S LARGEST INTERNATIONAL FOOD & HOSPITALITY TRADE EVENT



## Oak Overseas is the USA Pavilion

Management company exclusively responsible for all aspects of your participation at **FHA 2012** including details from booth build, equipment / electrical orders to badges and assistance with hotel reservations. Any and all inquiries to SES, the organizers of FHA, will be duly returned to Oak Overseas.

## MARKET DATA (2007-2009)

**USD\$379 Million** Avg. Consumer Oriented Ag Product Exports to Singapore from the US

**USD\$7.81 Billion** 2009 Total Agricultural Imports into Singapore  
Population: **589+ Million** throughout SE Asia Region

## 2010 SHOW DATA:

**2,400** EXHIBITORS FROM 59 COUNTRIES

**12%** GROSS SQM INCREASE OVER 2008

**47** COUNTRY GROUPS

**51,747** TRADE VISITORS FROM 99 COUNTRIES

**15,300+** INTERNATIONAL VISITORS, 30% OF TOTAL VISITORS

## USA PAVILION

APRIL 17 - 20, 2012

## EXHIBIT PROFILE

- Beverages, Drinks & Juices - *Non Alcoholic*
- Processed Food & Convenience Foods
- Chilled & Frozen Foods
- Snacks & Ice Cream
- Confectionery & Tree Nuts
- Specialty Food
- Fresh Fruits & Vegetables
- Wine & Beer
- Health/Organic Food
- Ingredients
- Meat & Poultry Products
- Seafood

## USA PAVILION Service & Amenity Package

**Minimum 9 square meters per package**  
Optimize precious time with a cost-effective turnkey booth package. (Other furnishings and 24hr power available at additional cost)

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Singapore
- Marketing support services from the Office of Agricultural Affairs including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Exclusive USA Pavilion Exhibitor Lounge access w/ internet
- Assistance with hotel accommodations and shipping

Exhibiting  
Made Easy...



- One individual entry in official show directory and USA Pavilion directory
  - Exhibitor passes (as needed, with a maximum of 5 per booth)
  - Strong USA identification - focal point for international importers and brokers
  - Prime location on show floor
  - Daily booth cleaning
  - Full booth design and construction
  - Fascia board with firm name
  - Carpeting
  - One lockable reception counter w/ one bar stool
  - Two shelves
  - Lighting
  - One electrical outlet, 220 volt, 13 amp (24 Hr. Power not included)
  - One round table
  - Two chairs
  - One Trash Bin
- \*Other furnishings available at additional cost*

## RESERVE YOUR BOOTH NOW:

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## USA PAVILION Service & Amenity Package Rates:

**Early Bird Package/sqm** **SGD\$825**  
Early Bird Rate thru June 1, 2011

**Regular Package/sqm** **SGD\$875**

**Corner Premium Fee** **SGD\$750**

\*Minimum booth size 9sqm

\*Products exhibited in the USA Pavilion must promote and display a majority of products (greater than 51% by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin content if it is comprised of at least 51% U.S. origin content by volume or by value, exclusive of added water.