



U.S. Catalog Show at Food Expo 2004 Almaty, Kazakhstan



May 25-28, 2004

The U.S. Commercial Service in Almaty, Kazakhstan will host a catalog show to showcase U.S. companies at the Food Expo 2004, the largest, longest established and most international food industry event in Central Asia, which focuses on all aspects of the food and agriculture industry. In 2003 this exhibition attracted 208 companies, which is 20% more than in 2002, from 23 countries and 20,000 visitors.

Market Background:

The ninth largest country in the world, Kazakhstan encompasses a population of 15 million people. The Kazakhstan economy continues to be the fastest growing among the Former Soviet Union Countries. Over the last four years Kazakhstan has experienced rapid GDP growth, between 7 and 13 % annually, fueled by increasing revenues from commodities exports. During the first nine months of 2003 exports were up more than 33%, foreign trade as a whole increased 25.1% and totaled USD 16 B. Overall economic growth results in increased consumer spending and an increasing demand for high quality processed and packaged goods. Kazakhstan has very limited local production of food processing, packaging and agricultural equipment and consequently all machinery, technology and most supplies must be imported. European companies have been taking an aggressive approach and have increased their presence in Kazakhstan over recent years. With more active marketing, U.S. companies can significantly increase their presence on Kazakhstan's market.

U.S. Catalog Show - \$150

The U.S. Commercial Service will display and represent your firm's product literature/catalogs at our **U.S. Catalog Show at Food Expo 2004** and provide experienced specialists to handle inquiries. If necessary we will translate summary product information into Russian prior to the show. After the show, we will send you a complete list, with contact information, of companies that expressed interest in your product or in doing business with your firm.

Almaty has developed into the business hub for the entire Central Asian region. By participating in our catalog show in Kazakhstan, you will expose your product information to buyers from Kyrgyzstan and Uzbekistan. For a nominal price of \$150 this catalog show offers an extremely effective and low-cost opportunity to test the market.

To participate in the catalog show, please complete and fax back this form, or E-mail us with the same details. We will then E-mail or fax you a copy of the Participation Agreement. We look forward to representing your company in our booth at the show and helping you explore opportunities in Kazakhstan.

Oksana Chukreyeva, Commercial Specialist

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Name: Title/Position:

Organization:

Street, City, State, Zip:

Phone: Fax: E-mail:

What is the % of U.S. content in your product or service?

Type of Company (please underline): New to Market; New to Export; Increased to Market

Number of Employees (please underline): 1-49; 50-99; 100-299; 300-499; 500-999; 1000 +

Thank you!