

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Public

Date: 4/4/2019

GAIN Report Number:

Ecuador

Post: Quito

CSSF Report – Reverse Trade Mission to SNAXPO

Report Categories:

CSSF Activity Report

SP1 - Expand International Marketing Opportunities

Trade Show Evaluation

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Report Highlights:

FAS Quito used CSSF funds to lead a delegation of five Ecuadorian importers to the SNAXPO Show in Orlando, Florida March 31- April 2, 2019. During the show FAS Quito was able to facilitate business negotiations between Ecuadorian importers and U.S. exporters and create awareness among U.S. exhibitors about the opportunities of Ecuador's market.

General Information:

1. Event name: RTM to SNAXPO
2. Funds Reservation Number: 7400008862
3. Beginning/Ending Dates: March 31- April 2, 2019
4. City/Country: Orlando, Florida, United States
5. **Description and purpose of the activity:**

FAS Quito led a delegation of Ecuadorian participants to the SNAXPO Show in Orlando, Florida from March 31- April 2, 2019. During the show FAS Quito was able to facilitate business negotiations between Ecuadorian importers and U.S. exporters and create awareness among U.S. exhibitors about the opportunities of Ecuador's market. The participants were briefed by the Agricultural Marketing Assistant regarding show features, city information and other relevant tips.

The main purposes of having a FAS staff member with the delegation were:

- Improve linkages between buyers and seller
- Improve marketing of U.S.A product brand
- Increase awareness of positive attribute of U.S. products
- Increase demand for U.S. products
- Increase marketing of U.S. Products

The key measure of success parameters of this activity was the number of Ecuadorian participants in the show and an increase in U.S. exports of snack products over the next 12-months.

6. Expected Results and Desired Outcomes.

- Increase number of Ecuadorian participants at the SNAXPO
- Increase of exports of U.S. snack products in the near future
- Increase number of U.S. products in the market within 12 months

7. Actual Results and Outcomes

Results/Outcomes	Expected	Actual
1. Increase participation of Ecuadorian participants at the Fancy Food Show	10	5
2. Expected increase of exports of snack products within next 12 months	\$200,000	Not determined yet
3. Number of new products introduced	2	Not determined yet

1/ Based on survey of participants and show information.

Other outcomes of this activity include the following:

- Buyer mission participants were exposed to the latest U.S. food products and trends.
- The trade shows helped introduce U.S. suppliers to Ecuadorian importers, and 50 new supplier contacts were made.
- Increased awareness by Ecuadorian participants on the safety, reliability, and availability of U.S.-origin food products

8. Recommendations/Follow-up Evaluations:

- a. The SNAXPO is one of the best shows on the snack category in the U.S. and should be promoted with importers more often, especially since the focus of the show is on value-added products and ingredients.
- b. Post will submit a follow-up report within a year on the actual successes from this show, as a result of the participation of Ecuadorians, in order to evaluate if new products have been introduced to the Ecuadorian market.
- c. Do to anti-trade regulations and registrations procedures needed to import products into Ecuador, at times importers cannot take advantages of show promotions, as it is possible to see a delay in results from FAS efforts.

9. Costs/Revenue

FAS Quito used nearly \$2,600 in CSSF funding to lead the Ecuadorian delegation to the show. All of the participants more than matched this funding by self-funding their own travel to the show.

Budget Source	Costs
CSSF Funds reservation number	\$ 2,527.05
Total	\$2,527.05

10. Pictures



