

Good day Members,

USAID Africa Trade and Investment (ATI) Southern Africa Buy-in Activity (the Project) is pleased to announce the launch of the Summer Fancy Food (SFF) Show 2024 Application season.

The 68th Summer Fancy Food Show, <https://www.specialtyfood.com/fancy-food-shows/summer/>, is taking place from June 23-25, 2024, in New York on June 23-25. The flyer aims to socialize the trade show, bring clarity on the required cost-share contribution which export firms or trade promotion service providers (TPSPs) need to bring, the value which USAID is bringing with the U.S. based TPSP, and the side events around the show.

We aim to recruit 150 firms for the **Africa Fine Foods Pavilion** from across the continent, with 50 coming from Southern Africa, through a competitive process. We therefor seek export and deal-ready specialty foods firms.

The application form can be viewed here <https://form.collect.dai.com/x/2Oc1obxs> **Deadline for applications is Monday, March 25, 2024.**

All the best with the application process.

SUMMER FANCY FOOD SHOW 2024
AFRICA FINE FOODS PAVILION APPLICATION
JACOB JAVITS CONVENTION CENTER, NEW YORK CITY, JUNE 23-25,
2024

USAID ATI is pleased to announce that it is partnering with regional trade promotion service providers (TPSPs) and individual firms to support participation of 100-150 firms at the 68th Summer Fancy Food Show (<https://www.specialtyfood.com/fancy-food-shows/summer/>) under the Africa Fine Foods Pavilion.

The Summer Fancy Food Show is taking place from June 23-25, in New York

City.

HOW TO PARTICIPATE

The application form can be completed through this link and should be returned by firms under your jurisdiction by March 25, 2024.

USAID Africa Trade and Investment aims to generate higher levels of export sales through a fully integrated array of support that harnesses the collective strength of African exporters throughout the continent, including African Growth Opportunity Act (AGOA) beneficiary countries. One mechanism for achieving this is participating and supporting firms at the Summer Fancy Food

WHAT THE SHOW IS ABOUT

The Summer Fancy Food Show is the largest specialty food trade show that provides exhibitors with an opportunity to connect with over 30,000 leading buyers, distributors, and retailers; network with peers; and enjoy world-class educational programs. Exhibiting at the Summer Fancy Food Show is a cost-effective and powerful way to grow your business, whether you're new to trade shows or a seasoned industry veteran.

WHO WE ARE

The USAID Africa Trade and Investment Activity is a flexible buy-in mechanism that is designed to bolster the U.S. Government's ability to boost trade and investment to, from, and within the African continent. The continent-wide effort supports the Prosper Africa initiative with core technical services to expand and accelerate two-way trade and investment between African nations and the United States.

WHAT WE'RE OFFERING EXHIBITOR CONTRIBUTION

Floor space at the Africa Fine Foods Pavilion |

50 sq ft booth as part of a 2,500 sq ft pavilion.

Booth build-out and accompanying activities |

\$500 per booth (50 sq ft) cost-share.

Pre-event training | Webinar series in collaboration with

the South African Consulate General-New York, leading up

to the show. This includes a webinar with the show organizer.

Accommodation | At participating firm's cost.

B2B linkage support | Through a seasoned trade promotion service provider in the United States appointed by USAID Africa Trade and Investment Activity.

Air tickets | At participating firm's cost.

Market intelligence meetings | Hosted in New York ahead of the trade show.

Visa | At participating firm's cost. USAID Africa Trade and Investment Southern Africa Buy-in Activity will provide visa support letters where needed.

Retail tour | Field visits to retailers/distributors in New York (and New Jersey) to give exporters insights on trends, competitor pricing, packaging, retail layout, and more.

Samples shipment | At participating firm's cost.

Event lookbook | Online and print versions, to be distributed before, during, and after the event, showcasing what firms at the Africa Fine Food Pavilion have to offer.

Exhibitor Liability Insurance | At participating firm's cost.

A separate payment to Rainprotect Insurance will be completed by participating firms (this cost \$84 in 2023 and is expected to be similar in 2024).

Marketing costs | Listing in the online directory. Exhibitor Badges | Two complimentary badges for each exhibitor, any extra badges at own cost.

Debriefing session | Day after the show, with partners and exhibitors on lessons learned throughout the event.



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