

Required Report - public distribution

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Ecuador

Promotion Opportunities

Annual

2003

Approved by:

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Report Highlights:

FAS/Quito will focus on promoting new and existing U.S. consumer-ready products through in store promotions and other small promotional activities throughout the year.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Lima[PE1]
[EC]

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the active organizer."

Section I. Trade Shows

Alimentar Show

This show takes place every other year in Quito and is organized by the food sector of the Chamber of Industries of Quito. It features variety of food products and food processing machinery. The show takes place in November and the next edition will be in November of 2005.

Venue: Centro de Exposiciones Quito
Contact Information:
Chamber of Industries of Quito, Food Sector
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Section II. Other Promotional Activities

FAS/Quito will concentrate on promoting high value added products through small promotional activities and PR events. Will look forward to working closely with US cooperators in developing activities and coordinating promotional efforts for consumer ready products including meats, fresh fruit, and other high value added items.

In Store Promotion

FAS/Quito will organize an in store promotion in coordination with food importers and a supermarket chain. This activity will focus on increasing product awareness of supermarket customers visiting the store during the promotion. It will aim at differentiating US products from competitors by using POS materials and special displays. Expected date is July, 2004.