



# Join the USA Pavilion at IFE London 2022

**MARCH 21-23, 2022**

LONDON, UNITED KINGDOM  
EXCEL LONDON

## The go-to destination for UK food & drink discovery

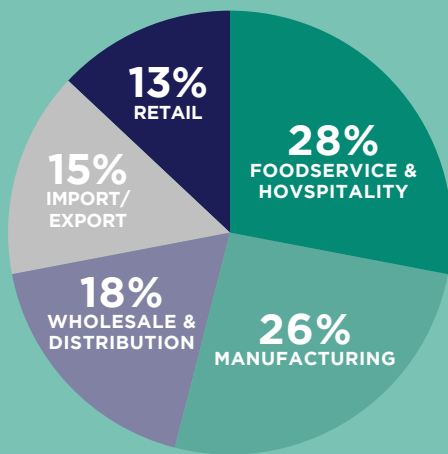
### VISITORS

**40,000** from 111 countries

### EXHIBITORS

**1,250**

### TOP BUYERS BY ACTIVITY



### UNITED KINGDOM MARKET FACTS

**A leading trading power and financial center**, the UK is the third largest economy in Europe with one of the highest income levels in the world

Higher demand for US consumer-oriented food & beverage products differentiates the UK from many of its European neighbors, and the potential of a **free trade agreement** makes the UK an even more attractive market

With its \$2.92 trillion GDP, the UK is the 13th largest market in the world for US consumer-oriented food products - amounting to \$978 million in 2019

### MAJOR BUYERS PRESENT AT IFE 2019



### WHY EXHIBIT?

- With the potential of a free trade agreement between the US and the UK, this is ideal timing to position your product in the UK market
- IFE is the only food and drink trade exhibition with UK government backing and support, making it the premier event for the UK F&B industry over the past 30+ years
- Increase your outreach with IFE Connects, a **digital platform connecting 100,000+ active & engaged industry contacts with IFE exhibitors**
- For the first time, IFE 2022 will run alongside IFE Manufacturing Solutions, The London Produce Show, and HRC (Hotel, Restaurant & Catering) - **accessing the entire UK food, drink, & hospitality supply chain**

### TOP PRODUCT INTERESTS



**Condiments & Sauces**



**Fruits & Vegetables**



**Snacks & Confectionary**



**Organic**



**Juices**



**Tree Nuts**

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

**Allison Brittain**  
+1 704.248.2797

AllisonB@imexmanagement.com

# Maximize Your ROI with the USA Pavilion at IFE London 2022



## You Focus on Business, We Handle the Rest



### PRIME LOCATION

A highly desirable location ensuring maximum traffic & visibility



### TURNKEY SOLUTIONS

All-inclusive booth packages & personalization options



### EXPERT ASSISTANCE

Dedicated IMEX staff from registration through show days on-site



### USDA ENDORSED

OAA London staff on-site for market assistance & promotion



### ENHANCED VISIBILITY

Exhibitor listings in official printed, online & Pavilion directories



### FULL ACCESS

Complimentary exhibitor badges & visitor invitations



### EXCLUSIVE SERVICES

Preferred hotel rates, freight forwarding, interpreter, catering, etc.



### MATCHMAKING

Exclusive matchmaking services introduce you to key buyers

## Reserve Your Space and More Information



[REGISTER NOW!](#)

[USDA EXPORTER GUIDE](#)

[IFE CONNECTS BROCHURE](#)

[UPCOMING SHOWS](#)

USA PAVILION ORGANIZED BY



**IMEX Management, Inc.**  
1422 E Main St #267  
Lincolnton, NC 28092 USA  
+1 704.365.0041  
[www.imexmanagement.com](http://www.imexmanagement.com)

**Allison Brittain**  
+1 704.248.2797  
[AllisonB@imexmanagement.com](mailto:AllisonB@imexmanagement.com)