

Fresh Summit International Convention & Exposition 26 | 27 | 28 October, 2012, Anaheim, California USA

3 DAYS OF HOT NEW TRENDS + BOLD INNOVATION.

- Over 800 exhibiting companies and 18,500+ attendees from more than 50 countries
- **ABOUT OUR ATTENDEES:**
2/3 of attendees represent firms with gross sales over \$10 million
- **WHY ATTENDEES KEEP COMING BACK:** 78% attend to strengthen relations with existing suppliers
- *"Attending Fresh Summit helps me to realize that I'm not an isolated part of the supply chain, but part of an integrated whole."*
 - Helio Chementi Jr.
Matao, Sao Paulo Brazil

For the global fresh produce industry, next year begins *here*.

Trends *never* sleep. They just keep changing. That's why PMA's Fresh Summit International Convention & Exposition is the must attend event for you and your colleagues. It is a dynamic platform that keeps you up to speed with a changing global supply chain. As the association representing the fresh fruit and vegetable industry, PMA's connections reach across the supply chain and around the world, helping Fresh Summit attract the best of today's decision makers, and tomorrow's game changers. With more than 18,500 people participating, Fresh Summit can help you anticipate change, identify emerging trends and profit from new opportunities.

Participating in Fresh Summit Gives You a Distinct Advantage. Fresh Summit has something for every segment of the produce and floral supply chain and all of the companies that comprise it, including:

Grower-Shippers (Produce & Floral): Meet face-to-face with retailers and discover solutions to help you address today's business realities, from consumer demands to globalization, sustainability to food safety

Retailers (Produce & Floral): Meet with key suppliers, identify new product innovations

and gain new marketing and merchandising ideas that will appeal to today's consumers

Industry Suppliers (Equipment, technology, traceability, food safety, marketing, transportation): Stay current on industry trends so you can anticipate market changes and how your company can provide value

Importers/Exporters: Gather important information and contacts to enter new markets and diversify your business

Wholesalers and Distributors: Gain strategies to enhance buyer relationships and stay ahead of your competition

Fresh Summit: Showcasing Leading Companies; Attracting Global Buyers

In parallel to featuring some of the most innovative U.S. companies throughout the supply chain, PMA also works extensively with other groups to recruit buyer delegations – encompassing those from key traditional and emerging markets – to Fresh Summit. In 2011 buyer delegations included those from, Australia, Chile, Colombia, India, South Korea, Taiwan, Canada, China, Costa Rica, Japan, Mexico, the Russian Federation and the United Kingdom.



For details and more information about **Fresh Summit 2012**, visit www.freshsummit.com