



Join the USA Pavilion at IFE London 2023

MARCH 20-22, 2023

LONDON, UNITED KINGDOM
EXCEL LONDON



The UK's largest food & drink event

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

Higher demand for U.S. consumer-oriented food & beverage products differentiates the UK from many of its European neighbors.

With its \$2.92 trillion GDP in 2021, **the UK is the United States' overall largest European market**, with U.S. consumer-oriented food & beverage products amounting to \$1.1 billion.

25,000+ visitors

from **111** different countries

1,500 exhibitors

USDA ENDORSED



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

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Maximize Your ROI with the USA Pavilion at IFE London 2023



TOP REASONS TO EXHIBIT

- 1 With the potential of a **free trade agreement** between the U.S. and the UK, this is ideal timing to position your product in the UK market
- 2 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
- 3 IFE is co-located with IFE Manufacturing, Hotel, Restaurant & Catering, The pub Show, and the London Produce show – accessing **the entire UK food, drink, & hospitality supply chain**

TOP PRODUCT INTERESTS



TREE NUTS



PLANT BASED & ORGANIC



JUICES



FRUITS & VEGETABLES



CONDIMENTS & SAUCES



SNACKS & CONFECTIONARY



ALCOHOLIC BEVERAGES

MAJOR BUYERS PRESENT AT IFE 2023



TOP BUYERS BY ACTIVITY



USA PAVILION ORGANIZED BY



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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

Company listings in official printed, online & Pavilion directories



FULL ACCESS

Complimentary exhibitor badges & visitor invitations



EXCLUSIVE SERVICES

Preferred hotel, 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](#)

“ IFE 2022 was an excellent launching platform for our brand. The exposure to key decision makers as well as the opportunity to gather general sentiment and the reception was great! ”

— **BuzzBall**
Cocktails

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INTERNATIONAL TRADE & EXHIBITIONS

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