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Netherlands

Exporter Guide

Exporting to the Netherlands and Belgium

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Report Highlights:
The exporter guide provides practical tips to U.S. exporters on how to conduct business in the Benelux countries. The report also identifies the three market sectors (food retail, food service and food processing) and describes the best market entry approach and best high-value product prospects. The exporter guide finally focuses exclusively on consumer-oriented and fishery products.

Section 1. Market Overview
Marcoeconomic Situation and Trends
The Netherlands:
Because of the country's strategic location on the North Sea and the Rhine, the Port of Rotterdam is among the most important sea ports in the world. Amsterdam Schiphol Airport occupies a similar position in Europe. Their geographic location and function as international hubs in Europe are seen as a major advantage. The ports of Rotterdam and Amsterdam have outstanding infrastructure and logistics services. The Dutch are business people. The population is highly educated, internationally oriented and largely multilingual.

In September 2012, the Netherlands Bureau for Economic Policy Analysis (CPB) forecasted that Dutch GDP will drop by 0.5 percent in 2012, in comparison to growth of 1.0 percent in 2011. In 2013 the economy is expected grow by 0.75 percent. The export of goods, an essential element of the Dutch economy, recovered rapidly from the recession with a growth of 13.5 percent in 2010 after a dramatic drop of 9.3 percent in 2009. However, recovery speed slowed down to 4.3 percent in 2011, and is expected to be stagnate in 2012 and in 2013 (both years 4.25 percent). The unemployment slightly decreased from 4.5 percent in 2010 to 4.4 percent in 2011, but is expected to increase to 5.25 percent in 2012 and 5.75 percent in 2013. The annual inflation rate increased from 0.9 percent in 2010 to 2.5 percent in 2011 and is expected to remain at 2.25 percent in 2012 and decrease to 1.75 percent in 2013. Purchasing power has been impacted by the recent economic downfall and government's austerity measures; the negative growth continued from -0.5 percent in 2010 to -0.9 percent in 2011 and -1.75 percent in 2012. In 2013 the purchasing power is expected to slightly improve to -0.75 percent.

Figure 1: Key Data Dutch Economy

	2009	2010	2011	*2012	*2013
Economic Growth %	-3.7	1.6	1.0	-0.5	0.75
Inflation (HIPC) %	1.0	0.9	2.5	2.5	1.75
Unemployment %	3.7	4.5	4.4	5.25	5.75
GDP (billion)	€573	€589	€602	€609	€619

Source: Central Bureau of Statistics/Netherlands Bureau for Economic Policy Analysis/Eurostat
* ECON/FAS forecast

Belgium:
The Belgian economy recovers slowly from a broad-based contraction in the spring of 2012. The National Bank of Belgium (NBB) estimates GDP growth in 2012 at -0.1 percent and at +0.7 percent in 2013. The GOB agreed on a 2013 budget deficit of 2.15 percent of GDP, and seems to be well on track to have no budget deficit by 2015. A gradual pick-up is projected as world trade gathers pace and the dissipation of the euro area crisis boosts confidence. The unemployment rate will rise through 2013, but stabilize by 2014.

Figure 2: Key Data Belgian Economy

	2009	2010	2011	*2012	*2013
Economic Growth %	-1.5	2.0	1.9	-0.1	0.7
Inflation (CPI) %	-0.1	2.2	2.1	2.7	1.8
Unemployment %	7.9	8.4	8.3	7.4	7.7

GDP (billion)	€321	€327	€334	€321	€327

Source: www.nbb.be
* ECON/FAS forecast

Benelux Importers Key in US Exports to the EU-27

Total US exports of agricultural, fish and forestry products increased by 18 percent in 2011 to USD 149 billion. With almost USD 12 billion, exports to the EU-27 increased by 8 percent in 2011. Based on the first 8 months, US exports to the EU-27 for 2012 are expected to decrease by 12 percent.

The main focus of this report is on consumer-oriented and fish products. The EU continues to be an important market as 9 percent of all US exported Consumer-Oriented products end up in this market. The importance of the EU for US seafood exports is even greater as almost a quarter was sold on the EU market in 2011. More detailed data are available at http://www.fas.usda.gov/gats/BicoReport.aspx?type=country.

Figure 3: US Exports Of Agricultural, Fish and Forestry Products, by Destination (in million USD)

2011	World	EU-27	Benelux	% of EU
Bulk products	56,962	2,337	404	17%
Intermediate products	25,359	2,756	833	30%
Consumer Oriented products	54,054	4,648	1,343	29%
Forest products	7,767	867	104	12%
Fish and Seafood products	5,246	1,248	261	21%
Total	149,387	10,860	2,945	27%

Source: www.fas.usda.gov (BICO reports)

After a decline in 2009, US exports of agricultural, fish and forestry products to the EU-27 are up for two years in a row (+ 8 percent in 2011). Although tree nuts, fish products and soybeans continue to be the largest product groups, fruit & vegetable juices, pulses, dairy products and (processed and fresh) fruit are gaining market share. More details on these figures can be downloaded on http://www.fas.usda.gov/gats/BicoReport.aspx?type=country

The Benelux (Belgium, the Netherlands and Luxembourg) is within the EU-27 an excellent market for US products, as it is responsible for over a quarter of all EU-27 imports of US agricultural, fish and forestry products (figure 3).

Key Developments and the Impact on Consumer Buying Habits

The Benelux has over 27 million inhabitants and is the most densely populated region in the EU, with 412 people per square kilometer. More than two-thirds of its slowly growing population lives in a 130 mile corridor stretching from Amsterdam to Brussels.

The majority of households are dual income and the popularity of prepared food is growing. The double income (no kids) households are willing to pay additional money for convenience, variety, and health in food. As a result they are purchasing more meal components and ready-to-eat products, but this group is also experimenting more with ethnic cuisines and other concepts.

Another development that drives changing consumer buying habits is the on-going trend towards smaller households. There are some 12 million households with an average size of 2.3 people. Single and two person households are growing and households of 4 or more persons declining. Not only does this trend demand smaller portions, industry contacts also claim that these consumers tend to buy more expensive, value-added products or meal components.

The Benelux population is graying as the 0-20 age group is declining and the 65+ age group is growing rapidly. It is worth noting that the 65+ age group has a relatively high purchasing power since, in general, they live in paid-off houses and benefit from a pension.

Figure 4: Key Demographic Figures For The Benelux

	2008	2009	2010	2011
Population, in millions	27.6	27.8	28.0	28.1
Number of Households, in millions	12	12.1	12.4	12.5
Household Size	2.3	2.3	2.25	2.25

Source: CBS, Statbel

Figure 5: Dutch Population By Age Group, In Percentage

Year	0 – 19	20 – 39	40 – 64	65 – 79	80+	Total Population
1963	38.1	26.4	26.1	7.9	1.5	11,889,962
1973	35.0	29.0	25.6	8.6	1.8	13,387,623
1983	29.7	32.6	26.0	9.4	2.4	14,339,551
1993	24.6	32.9	29.5	10.0	3.0	15,239,182
2003	24.5	28.6	33.2	10.4	3.4	16,192,572
2011	23.5	25.0	35.9	11.6	4.0	16,655,799

Source: CBS

Figure 6: Advantages And Challenges US Products Face In The Benelux

Advantages	Challenges
• Affluent and open-minded consumers • Highly developed infrastructure • Trade history and mentality • Strong interest in experimenting with new and innovative products and/or concepts • Favorable image of American products	• Saturated markets • Transatlantic transportation is costly and takes time • Competition from local/regional supply • Tariffs and Non-Tariff trade barriers • Highly consolidated retail industry

Source: FAS/The Hague

Figure 7: Consumer Trends

Consumers' needs and preferences:	
Health:	natural ingredients, lower calories, low or no sugar, healthy meals
Convenience:	fresh pre-packed food components, take-away, fresh ready-to-eat meals
Price:	discount, special offers, will only accept higher prices when can be justified

Food Safety:	more information, more guarantees
Stores:	There is a need for the more traditional store that offers a wide assortment of products, fresh, specialty and luxury products, personalized service, etc. while on the other hand there is a need for discounters, stores that focus on price.

Source: FAS/The Hague

More Demand For Sustainable Food Products

During the last decade, especially Dutch retailers have increasingly sourced food products which are either produced sustainably or obtained in a sustainable manner. The Dutch government recently published a report, Monitor Duurzaam Voedsel 2011, which gives an overview of consumer spending on sustainable food in the Netherlands. Sustainable food is one of the most important growth markets in food retail and foodservice markets. The turnover of sustainable food rose in 2011 by 30.5 percent while total spending on food in the same year only grew by 3.1 percent. As a result, the market share of sustainable food increased from 3.5 percent in 2010 to 4.5 percent last year. More information on the market for sustainable products can be found in GAIN NL 2014 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_The%20Hague_Netherlands_6-25-2012.pdf.

The report 'Using sustainability to market US foods in Europe' provides information and analysis for US exporters of food and agricultural products on the topic of sustainability. More information can be found in GAIN AU12008 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Using%20%e2%80%98Sustainability%e2%80%99%20to%20Market%20U.S.%20Foods%20In%20Europe_Vienna_EU-27_11-2-2012.pdf.

The Market For Organic Food Continues To Grow

The recently signed Partnership on Organics between the EU and U.S. offers export opportunities for U.S. organic products. The report 'The EU-US organic equivalence cooperation' provides information on the organic market in the EU and opportunities for U.S. products in light of the new arrangement. More information can be found in GAIN NL 2006 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/The%20EU-U.S.%20Organic%20Equivalence%20Cooperation_The%20Hague_Netherlands%20EU-27_2-15-2012.pdf.

Awareness of Health and Well-Being

Consumers are becoming more aware of and concerned about the effects food has on their health and well-being. There has been a trend to a more healthful lifestyle in Western European countries. The following U.S. industries have all benefitted from this trend: nuts (pistachios, almonds, walnuts, etc.), fruits (cranberries, pomegranates, berries, etc.), seafood (salmon, halibut, etc.) and to some extent beans and lentils.

Section 2. Exporter Business Tips

Local Business Customs

Following are some characteristics of doing business in the Netherlands, Belgium or Luxembourg:

- Most business people speak English and have a high level of education (Masters or Bachelors degree).

- Generally speaking, they are straightforward and business-minded. They want to be well informed about the product/service and their business partner before doing business. At the same time, they do not want to waste anybody's time and can be quick decision makers.

- Due to the increasing power of retailers and to changing consumers' demands, food processors and traders are increasingly looking for long-term partnerships rather than a one-off business transaction.

Food Standards & Regulations and General Import & Inspection Procedures
A detailed report on the Dutch import regulation standards and also on general import and inspection procedures can be found in GAIN Reports NL2005 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative_The%20Hague_Netherlands_2-15-2012.pdf.

A detailed report on the Belgian import regulation standards and also on general import and inspection procedures can be found in GAIN Reports BE2002 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative_The%20Hague_Belgium-Luxembourg_2-15-2012.pdf.

Manufacturers (that are not eligible to export to the European Union) that want to send their products for e.g. exhibiting at a trade show or for research purposes can request an import waiver. However this practice is uncommon as the product cannot be consumed and must be destroyed under supervision.

For the Netherlands, you can contact the Netherlands Food and Consumer Product Safety Authority (NVWA) for obtaining the right documents and specific requirements:
NVWA
Division PRIMEX
Department TVE Import
Postbus 3000
3330 DC Zwijndrecht
Phone : +31 78 6112100
Fax: +31 78 6112141
E-mail: import@vwa.nl
Internet : www.vwa.nl

For Belgium, you can contact the Federal Agency for the Safety of the Food Chain (FAVV) for obtaining the right documents and specific requirements:
FAVV
AC-Kruidtuin
Food Safety Center
Kruidtuinlaan 55 – 5th floor
B-1000 Brussels, Belgium
Phone: +32 2 211 8622
Fax: +32 2 211 8640
Email: import.export@favv.be

Internet: www.favv.be

Section 3. Market Sector Structure And Trends

The Food Retail Market

The latest information available on the food retail market can be found in GAIN Report NL2014 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_The%20Hague_Netherlands_6-25-2012.pdf.

The Foodservice Market

The latest information available on the foodservice market can be found in GAIN Report NL2021 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20-%20Hotel%20Restaurant%20Institutional_The%20Hague_Netherlands_6-27-2012.pdf.

The Food Processing Market

The latest information available on the food processing market can be found in GAIN Report NL2022 or http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Processing%20Ingredients_The%20Hague_Netherlands_6-28-2012.pdf.

Private Label Products

- The market share for private label products continues to go up in most European markets. The largest market shares are to be found in the Western European countries, led by Spain (49 percent), the U.K. (47 percent) and Portugal (43 percent). Belgium and the Netherlands had a market share of 40 percent and 36 percent, respectively. Market shares in the Nordic region and most of the Central and Eastern European countries are between 25 percent and 30 percent.

- The market share of private label is high in retail markets that are highly consolidated and innovative. Several retailers in the Benelux market have developed two private labels; one focusing on price whereas the other is aiming at adding value. Consumers are discovering the good value for money that private label brands are offering; they can be a good alternative for A-branded products.

- Private label seems to fare well not only in years of recession but also in more prosperous times. The profitability of private label products has fueled retailers' interest to offer more private label products (e.g. gluten-free, healthy, and organic) and move into other areas of private label (e.g. bakery and cosmetics). The on-going expansion of local and international discounters continues to boost the growing market for private label products as well.

- There are great possibilities for U.S. suppliers of tree nuts, peanuts, pulses, rice, fruit (juices), seafood, and other food ingredients.

Section 4. Best High-value Products Prospects

Figure 8: Netherlands, The Best High-Value Products Prospects, USD 1,000

Commodity / code	**Imports, 2011**	**Imports from US, 2011 (U.S. market share)**	**Key Constraints Over Market Development**	**Market Attractiveness for USA**
Food preparations / 210690	812,064	134,590 (17%)	competition from Germany and Belgium	the Benelux has a big export-focused food processing industry
Bovine Cuts Boneless / 020130	637,125	93,398 (15%)	Competition from Australia, Uruguay, Argentina and Ireland	Demand for good quality beef and willingness to pay a premium price
Sawdust and wood waste / 440130	248,969	76,570 (31%)	Competition from Canada and Portugal	Demand for bio-fuels
Almonds / 080212	100,990	73,919 (73%)	US represents three quarter of total imports, competition comes from Spain	Strong demand from food manufacturers, confectionary and snack industry
Pistachios / 080250	90,853	62,539 (69%)	competition from Iran	Strong demand from food manufacturers, confectionary and snack industry
Foliage / 060491	233,614	55,681 (24%)	depending on the developments in the cut flower industry, competition from Costa Rica, Israel and Guatemala	Benelux countries dominate global trade in cut flowers and therefore the trade in foliage within the EU
Vegetable seeds / 120991	329,081	49,830 (15%)	Competition from France, China and Chile	Highly sophisticated, specialized and internationally operating horticultural industry
Grapefruit / 080540	184,603	37,603 (20%)	Competition from South Africa, China and Spain	Demand for healthy products and good quality fresh fruit
Fruit and other edible parts of plants / 200899	229,265	34,151 (15%)	competition from India, Costa Rica and Ecuador	Demand for healthy products and good quality fresh produce
Non alcoholic beverages / 220290	281,276	26,525 (9%)	Competition from Germany, Belgium, the UK and France	Demand for innovative drinks

Walnuts / 080232	40,398	14,143 (35%)	Competition from India and Chile	Demand for healthy products and ingredients, U.S. continues to be a steady and large supplier of walnuts
Sweet potatoes / 071420	28,048	12,345 (44%)	Competition from South Africa, Israel and China	Demand for new, healthy and quality products
Wine / 2204	1,161,633	10,715 (1%)	competition from France, Germany and other New World Wine countries	per capita consumption of wine continues to grow in the Benelux countries, demand for new world wines grows
Sockeye Salmon / 030311	8,514	7,734 (91%)	There is no real competition	Demand for healthy and sustainable products, demand for seafood is up, Alaska seafood has great image
Cane molasses / 170310	46,837	6,439 (14%)	Competition from India	Sophisticated food processing industry
Berries / 081020	36,791	2,442 (7%)	Competition from Mexico, Spain and Poland	Demand for healthy products and good quality fresh fruit
Scallops / 030721	5,081	1,714 (34%)	Competition from Denmark	Growing awareness and demand in the high-end HRI industry
Frozen Orange juice / 200911	115,345	1,656 (1%)	Competition from most of Latin American countries and South Africa	Demand for good quality frozen juice by flavoring and beverage industry and traders

Source: World Trade Atlas

Figure 9: Belgium, The Best High-Value Products Prospects, USD 1,000

Commodity / code	**Imports 2011**	**Imports from US, 2011 (U.S. market share)**	**Key Constraints Over Market Development**	**Market Attractiveness for USA**
Orange juice / 200912	239,175	44,371 (19%)	Competition from most of Latin American countries	Demand for healthy products, demand for fruit (products) is good, US is a good supplier of citrus products
Scallops / 030729	78,923	37,243 (47%)	Competition from Denmark	Growing awareness and demand in the high-end HRI industry

Butter / 040510	487,241	16,246 (3%)	Competition from Netherlands, Ireland, France and Germany	Sophisticated food processing industry
Nuts & Seeds / 200819	69,133	11,510 (17%)	Competition from Turkey, Italy and Spain	Strong demand from food manufacturers, confectionary and snack industry
Mixes & Doughs / 190120	113,408	4,675 (4%)	Competition from France, Netherlands and Germany	Demand for specialty and value added processed food products
Walnuts / 080232	13,015	4,188 (32%)	Competition from France, Italy and India	Demand for healthy products and ingredients, U.S. continues to be a steady and large supplier of walnuts

Source: World Trade Atlas

Section 5. Key Contacts and Further Information

U.S. Embassy
FAS/The Hague
Marcel Pinckaers
Lange Voorhout 102, 2514 EJ The Hague, The Netherlands
Phone: +31-70-310-2305
Fax: +31-70-365-7681
E-mail: marcel.pinckaers@fas.usda.gov
Website: www.usembassy.nl/fas.html or www.fas.usda.gov

To obtain the appropriate commodity code for your product, you can contact the Dutch customs at +31 45 574 3031 or visit the following website http://ec.europa.eu/taxation_customs/dds/en/tarhome.htm. This website also provides tariff classification and rates.

It is also possible to obtain a written binding ruling called a Binding Tariff Information (BTI). This will provide assurances that you have the correct tariff classification for your product. More information on how to apply for BTI is available online at:
http://www.douane.nl/zakelijk/invoer/en/invoer-05.html

More information on EU import duties can be found on http://useu.usmission.gov/agri/import.html.

Marketing
An overview of leading trade shows can be found in Appendix 2.

U.S. Cooperators
An overview of U.S. cooperators can be found at http://www.usaedc.org/about.cfm#members (click on "Click Here for a list of USAEDC Members"). Be aware that not all US cooperators have programs for the European market.

Appendix 1. Leading Wholesalers/Distributors in the Benelux

Deli XL
Mr. D. Slootweg
P.O. Box 440
Frankeneng 18
6710 BK, Ede, the Netherlands
P: +31-(0)318-678911
F: +31-(0)318-622347
E: dick.slootweg@ahold.nl
W: www.delixl.nl

Hanos / ISPC
Mr. H. van Looijengoed
P.O. Box 10378
Stadhoudersmolenweg 37
7301 GJ, Apeldoorn, the Netherlands
P: +31-(0)55-5294444
F: +31-(0)55-5224621
E: hvanlooijengoed@hanos.nl
W: www.hanos.nl

JAVA
Wingepark 10
B-3110 Rotselaar, Belgium
P: +32-(0)16 589 620
F: +32-(0)16 589 611
W: www.jave-coffee.be

De Kruidenier Foodservices Nederland
Sluisjesdijk 111
3087 AE Rotterdam, the Netherlands
P: +31-(0)10-4950790
F: +31-(0)10-4956696
E: info@kruidenier.nl
W: www.kruidenier.nl

De Kweker
Mr. Jan Boer
P.O. Box 59345
Jan van Gaalenstraat 4
1040 KH, Amsterdam, the Netherlands
P: +31-(0)20-6063606
F: +31-(0)20-6063600
E: info@kweker.nl
W: www.kweker.nl

Makro (Metro Cash & Carry)
Mr. M. (Maarten) Van Hamburg
Mr. B. Eijssink
Diermervijver, Gebouw Vijverpoort, Dalsteindreef 101-139
1112 XC Diemen, the Netherlands
P: +31-(0)20-3980200
F: +31-(0)20-3980201
I: bas.eijssink@metro-mcc.nl
W: www.makro.nl

Sligro - VEN
Mr. R. van Herpen
Mr. J. te Voert
P.O. Box 47
Corridor 11
5460 AA, Veghel, the Netherlands
P: +31-(0)413-343500
F: +31-(0)413-341520
E: info@sligro.nl
E: jtevoert@sligro.nl
W: www.sligro.nl

VHC – MAXXAM
P.O. Box 90
3340 AB Hedrik-Ido-Ambacht, the Netherlands
P: +31-(0)78-6833400
F: +31-(0)78-6833830
I: info@vhc.nl
W: www.vhc.nl
W: www.maxxam.nl

Source: FAS/The Hague

Appendix 2. Trade Shows

Trade Shows Frequently Visited by Benelux Food Buyers		
Show	When	Show Details & Organizers
HORECAVA, Amsterdam, The Netherlands National hotel and restaurant show Contact: Marcel Pinckaers marcel.pinckaers@fas.usda.gov +31 70 3102 305	January 07 – 10, 2013	tel: + 31-(0)20-5753032 fax: + 31-(0)20-5753093 www.horecava.nl
International Confectionary Fair (ISM), Cologne, Germany European confectionary show Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	January 27 – 30, 2013	www.ism-cologne.com
Fruit logistica, Berlin, Germany European fresh fruit and vegetable show **USDA Endorsed Show** Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	February 6 – 8, 2013	www.fruitlogistica.com
BioFach, Nuremberg, Germany European organic show **USDA Endorsed Show** Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	February 13 - 16, 2013	www.biofach.de
International Trade Fair Wine and Spirits, Dusseldorf (ProWein), Germany European wine and spirits show Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	March 24 – 26, 2013	www.prowein.com
European Seafood Exhibition (ESE), Brussels, Belgium World's largest seafood show **USDA Endorsed Show** Contact: Marcel Pinckaers marcel.pinckaers@fas.usda.gov	April 23 – 25, 2013	tel: +1-207-8425504 fax: +1-207-8425505 www.euroseafood.com

Trade Shows Frequently Visited by Benelux Food Buyers		
Show	When	Show Details & Organizers
+31 70 3102 305		
World of Private Label (PLMA) Amsterdam, The Netherlands Europe's largest private label show Contact: Marcel Pinckaers marcel.pinckaers@fas.usda.gov +31 70 3102 305	May 28 – 29, 2013	tel: +31-(0)20-5753032 fax: +31-(0)20-5753093 www.plmainternational.com
Anuga, Cologne, Germany Europe's largest food & beverages show in 2013 **USDA Endorsed Show** Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	October 05 - 09, 2013	tel: +49 221 821 99 2240 fax: +49 221 821 99 3410 www.anuga.com
Horeca Expo, Gent, Belgium Regional hotel, restaurant and catering show Contact: Marcel Pinckaers marcel.pinckaers@fas.usda.gov +31 70 3102 305	November 17 - 21, 2013	tel: +32-(0)9-2419211 fax: +32-(0)9-2419475 email: horeca@flandersexpo.be www.horecaexpo.be
Food Ingredients Europe, Frankfurt, Germany **USDA Endorsed Show** Contact: Andrea Fennesz Berka +43 1313 39 2364 andrea.fennesz-berka@fas.usda.gov	November 19 – 21, 2013	http://fieurope.ingredientsnetwork.com/
Tavola, Kortrijk, Belgium Regional food retail show Contact: Marcel Pinckaers marcel.pinckaers@fas.usda.gov +31 70 3102 305	March 16 – 18, 2014	www.tavola-xpo.be
Interzoo, Nuremberg, Germany Petfood show **USDA Endorsed Show** Trade Show Office Contact: Andrea Fennesz Berka +43 1313 39 2364	May 29 – June 01, 2014	www.interzoo.com

Trade Shows Frequently Visited by Benelux Food Buyers		
Show	When	Show Details & Organizers
andrea.fennesz-berka@fas.usda.gov		

Source: FAS/The Hague

Appendix 3. An Overview Of The Leading Benelux Importers Of Specialty Foods Supplying Both Foodservice And Food Retail (in alphabetic order)

American Food Service
Mr. G. Chin-A-Kwie
Gageldijk 1
3602 AG Maarssen, the Netherlands
P: +31-(0)30-2613604
F: +31-(0)30-2613624
E: g.chin@americanfood.nl
W: www.americanfood.nl

Bickery Food Group
Mr. J. Manassen
P.O. Box 433
1200 AK, Hilversum, the Netherlands
P: +31-(0)35-6560244
F: +31-(0)35-6563824
E: joost.manassen@bickery.nl
W: www.bickery.nl

Engel Foreign Food
Mr. W. Westerveld
Ondernemingsweg 264
1422 DZ, Uithoorn, the Netherlands
P: +31-(0)297-533833
F: +31-(0)297-531665
E: w.westerveld@effbv.nl
W: www.engelforeignfood.com

GranFood
Mr. O. Brokke
P.O. Box 19045
Saturnusstraat 43
2500 CA, The Hague, the Netherlands
P: +31-(0)70-3815007
F: +31-(0)70-3850259
E: obrokke@granfood.nl
W: www.granfood.nl

Maer Foods
Mr. H. Rijpma
P.O. Box 79
7590 AB, Denekamp, the Netherlands
P: +31-(0)541-358010
F: +31-(0)541-358011
E: hillebrand.rijpma@maerfoods.eu
W: www.maerfoods.eu

Pietercil Barends
Mr. D. van Bueren
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Source: FAS/The Hague

Table A. Key Trade & Demographic Information For The Netherlands & Belgium

2011 Figures
The Netherlands:

Agricultural, Fish and Forestry Imports From All Countries (USD Million) / U.S. Market Share (%)	64,244 / 3
Consumer Oriented Food Imports From All Countries (USD Million) / U.S. Market Share (%)	30,126 / 3
Fish and Seafood Imports From All Countries (USD Million) / U.S. Market Share (%)	3,129 / 3
Population (Million) / Annual Growth Rate (%)	16.7 / almost 1
Number of Major Metropolitan Areas	Amsterdam, Rotterdam, The Hague and Utrecht
Per Capita Gross Domestic Product (USD)	46,627
Unemployment Rate (%)	4.4

Source: World Trade Atlas

Belgium:

Agricultural, Fish and Forestry Imports From All Countries (USD Million) / U.S. Market Share (%)	44,044 / 2
Consumer Oriented Food Imports From All Countries (USD Million) / U.S. Market Share (%)	22,232 / 2
Fish and Seafood Imports From All Countries (USD Million) / U.S. Market Share (%)	2,256 / 2
Total Population (Millions) / Annual Growth Rate (%)	10.7 / 0.5
Number of Major Metropolitan Areas	Brussels and Antwerp
Per Capita Gross Domestic Product (USD)	40,748
Unemployment Rate (%)	7.4

Source: World Trade Atlas

Exchange Rate

Year	USD	EURO
2001	1	1.12
2002	1	1.06
2003	1	0.88
2004	1	0.81
2005	1	0.80
2006	1	0.80
2007	1	0.73
2008	1	0.68

2009	1	0.72
2010	1	0.75
2011	1	0.76

Table B. Consumer-Oriented & Fish Products Imports

Netherlands Imports	Imports from the World			Imports from the US.			US Market Share		
	2009	2010	2011	2009	2010	2011	2009	2010	2011
	USD Million			USD Million			%		
CONSUMER-ORIENTED AGRICULTURAL TOTAL	25,689	26,462	30,126	704	735	843	3	3	3
Food preparations / 210690	660	677	812	117	113	135	18	17	17
Meat of bovine animals / 020130	657	564	637	49	57	93	7	10	15
Almonds / 080212	84	92	101	53	66	74	63	72	73
Pistachios / 080250	115	106	91	86	71	63	75	67	69
Foliage / 060491	231	224	234	43	44	56	19	20	24
Grapefruit / 080540	163	188	185	24	37	38	15	20	21
Fruit & edible plants / 200899	199	211	229	29	34	34	15	16	15
Nuts / 080290	51	68	70	16	23	33	31	34	47
Nonalcoholic beverages / 220290	330	337	281	19	31	27	6	9	10
Juice / 200980	243	250	261	22	24	26	9	10	10
Orange juice / 200919	352	412	482	2	12	25	1	3	5
Enzymes / 350790	212	206	258	14	15	14	7	7	5
Walnuts / 080232	20	28	40	8	12	14	40	43	35
Sweet potatoes / 071420	16	19	28	4	8	12	25	42	43
Tomato paste / 200290	65	61	98	1	0	12	2	0	12
Grapefruit juice / 200929	39	39	50	11	7	10	28	18	20
Wine / 220421	1,006	982	976	19	8	9	2	1	1
Other Consumer-Oriented Products	21,246	21,998	25,293	187	173	168	1	1	1
FISH & SEAFOOD PRODUCTS	2,646	2,654	3,129	92	88	99	3	3	3
Fish fillets / 030429	522	462	606	35	34	33	7	7	5
Cod / 030352	76	75	97	14	18	22	18	24	23
Scallops / 030729	31	35	36	12	7	10	39	20	28
Salmon / 160411	16	15	14	9	6	8	56	40	57
Frozen sockeye salmon / 030311	6	8	9	5	7	8	83	88	89

Other Fishery Products	1,995	2,059	2,367	17	16	18	1	1	1
AGRICULTURAL PRODUCTS TOTAL	44,991	47,576	57,748	1,423	1,815	1,998	3	4	3
AGRICULTURAL, FISH & FORESTRY TOTAL	50,510	53,237	64,244	1,592	1,994	2,225	3	4	3

Source: World Trade Atlas

Belgium Imports	Imports from the World			Imports from the US.			US Market Share		
	2009	2010	2011	2009	2010	2011	2009	2010	2011
	USD Million			USD Million			%		
CONSUMER-ORIENTED AGRICULTURAL TOTAL	19,824	19,431	22,232	274	287	415	1	1	2
Pistachios / 080250	104	73	88	67	41	54	64	56	61
Orange juice, Brix value >20 / 200919	517	358	467	8	13	46	2	4	10
Orange juice, Brix value <20 / 200912	210	221	239	9	23	44	4	10	18
Almonds / 080212	55	60	72	27	32	42	49	53	58
Food preparations / 210690	454	458	588	16	20	35	4	4	6
Foliage / 060491	67	62	60	26	28	21	39	45	35
Pet food / 230910	525	457	484	20	18	21	4	4	4
Butter / 040510	286	378	487	0	6	16	0	2	3
Nuts / 200819	66	81	100	1	9	12	2	11	12
Bread, pastry, cakes / 190590	580	552	662	2	9	12	0	2	2
Grapefruit / 080540	51	27	26	15	6	9	29	22	35
Enzymes / 350790	147	147	159	8	8	9	5	5	6
Wine / 220421	838	762	840	3	5	7	0	1	1
Meat of horses / 020500	109	96	106	0	1	7	0	1	7
Cocoa preparations / 180690	214	214	231	2	2	5	1	1	2
Mixes and doughs / 190120	111	96	113	3	4	5	3	4	4
Other Consumer-Oriented Products	15,490	15,389	17,510	67	62	70	0	0	0
FISH & SEAFOOD PRODUCTS	1,907	1,945	2,256	32	39	55	2	2	2
Scallops, frozen / 030729	37	51	79	15	23	37	41	45	47
Fish fillets / 030429	212	233	281	2	2	4	1	1	1
Scallops, fresh / 030721	12	11	12	4	3	3	33	27	25
Sockeye salmon / 030311	0	1	3	0	1	3	3	97	91
Pacific salmon / 030319	3	4	3	2	3	2	67	75	67
Other Fishery Products	1,643	1,645	1,878	9	7	6	1	0	0
AGRICULTURAL PRODUCTS TOTAL	32,044	31,822	38,494	513	544	732	2	2	2
AGRICULTURAL, FISH & FORESTRY TOTAL	36,711	36,650	44,044	604	629	854	2	2	2

Source: World Trade Atlas

Table C. Top 15 Suppliers Of Consumer Foods And Edible Fishery Products

CONSUMER-ORIENTED AGRICULTURAL TOTAL
Report: Netherlands Imports

USD 1,000	2009	2010	2011
Germany	5,103,300	4,998,991	5,648,565
Belgium	3,796,620	3,904,268	4,498,960
Brazil	1,796,040	1,808,351	2,150,081
France	1,726,205	1,760,150	1,866,697
Spain	1,355,936	1,493,167	1,563,069
United Kingdom	860,181	925,512	1,153,495
Italy	752,963	877,468	956,499
South Africa	830,156	988,403	936,545
United States	703,633	734,682	843,497
Poland	699,466	693,501	826,132
Other	8,065,186	8,277,991	9,682,615
World	25,689,686	26,462,484	30,126,155

FISH & SEAFOOD PRODUCTS
Report: Netherlands Imports

USD 1,000	2009	2010	2011
Iceland	372,106	351,233	411,927
Germany	326,098	314,726	398,821
Belgium	209,080	163,622	211,024
China	171,684	157,361	185,726
Norway	137,286	143,235	154,988
United Kingdom	105,097	120,618	151,653
Vietnam	119,362	129,349	148,929
Morocco	139,528	151,913	147,808
Russia	71,306	72,416	134,844
Denmark	106,235	112,712	123,580
United States	91,759	87,923	98,854
Other	796,547	849,285	961,042
World	2,646,088	2,654,393	3,129,196

Source: World Trade Atlas

CONSUMER-ORIENTED AGRICULTURAL TOTAL
Report: Belgium Imports

USD 1,000	2009	2010	2011
Netherlands	4,575,725	4,610,777	5,386,900
France	4,713,482	4,573,462	5,247,457
Germany	2,419,009	2,338,712	2,721,191
Spain	910,473	933,251	970,963
Italy	815,911	810,144	894,582
United Kingdom	474,835	505,720	650,168
Colombia	637,987	643,260	648,825
Brazil	689,267	547,374	558,918
Costa Rica	493,514	429,800	439,669
United States	273,887	287,181	415,307
Ecuador	345,065	348,699	379,995
Other	3,474,570	3,402,202	3,917,688
World	19,823,725	19,430,582	22,231,663

FISH & SEAFOOD PRODUCTS
Report: Belgium Imports

USD 1,000	2009	2010	2011
Netherlands	499,489	472,114	546,257
France	207,163	196,389	224,393
Bangladesh	88,511	106,768	124,069
Germany	117,612	114,677	113,350
India	65,160	67,049	109,267
Denmark	85,991	89,475	107,998
China	69,024	85,181	97,173
Vietnam	95,478	87,370	87,272
United Kingdom	68,377	74,599	83,340
Iceland	83,097	79,462	79,955
Ecuador	39,372	33,796	72,577
United States	32,220	38,788	55,411
Other	455,120	499,709	555,416
World	1,906,614	1,945,377	2,256,478

Source: World Trade Atlas