

**Ministry of Economic Development, Industry, Commerce and Consumer Protection,
City of Belmopan**

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PRESS RELEASE

Belizean Enterprises at the 12th Americas Food & Beverage Show & Conference in Miami Beach

As part of the Belize Trade and Investment Development Service's (BELTRAIDE) commitment to develop and enhance capacity and competitiveness of SME's in Belize, it has collaborated with the Inter-American Institute for Cooperation in Agriculture (IICA), and the Ministry of Agriculture and Fisheries in coordinating Belize first SME Export Platform. The Platform is now in its final phase - the participating SMEs attending of the 12th Americas Food & Beverage Show and Conference in Miami Beach.

On Saturday, 7th November, 2009, six (6) Belizean enterprises will be leaving to attend the Food & Beverage Show. The enterprises will be participating in the two day trade show, 9th & 10th November; while on 11th & 12th November, they will be meeting with pre-arranged meetings with buyers, wholesalers and distributors. On 13th November, they successfully complete the trade mission and return to Belize.

Participants successfully attended five (5) modular trainings in international business, including contract negotiations and marketing strategy, from August to October, in order to prepare for this international trade show and trade mission in Florida.

The six (6) enterprises participating are: Bel-Car Export & Import Co. Ltd. (Beans); Bel-Cuisine Condiments; Citrus Products of Belize Ltd. (Citrus Juices); Hot Mama's Belize Ltd. (Hot Sauces); Little Belize Exporters Ltd. (Papaya); and Marie Sharp's Fine Foods Ltd. (Hot Sauces). Southern Economic Development Co-op (Tilapia) a participant of the Platform will be attending the Trade Show & Trade Mission as an observer only.

For additional information on the Export Platform Program, please contact the BELTRAIDE.

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