

T.C.
NEW YORK BAŞKONSOLOSLUĞU
Ticaret Ataşeliği

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22/10/2014

Konu : Ortadoğu Diyeti Yuvarlak Masa Etkinliği

EKONOMİ BAKANLIĞINA
(İhracat Genel Müdürlüğü)


Malumları olduğu üzere, sağlıklı beslenme ve obeziteyle mücadeleyle dair ABD’de giderek artan farkındalık işlenmiş gıda ürünleri ithalatında özellikle Akdeniz havzası ülkeleri tarafından etkin bir şekilde kullanılan bir pazarlama aracına dönüşmüş durumdadır. Mezkûr durum New York’ta tertip edilen Fancy Food Show fuarına iştirak eden firmalarımız ve tanıtım grupları tarafından da teyit edilmektedir.

Bu şartlar muvaceshinde, Accent isimli halkla ilişkiler (PR) firması Nisan 2015’te New York şehrinde Ortadoğu Diyeti Yuvarlak Masası (Mediterranean Diet Roundtable-MDR) adı altında bir etkinlik tertiplemeyi planlamaktadır. Kesin tarihinin Aralık ayında belli olması öngörülen 2 günlük etkinliğin ilk gününde sunumlar, seminer ve yiyecek tadımları ve network faaliyetleri; ikinci gününde ise B2B toplantıların organize edilmesi öngörülmektedir. Davetli ülkeler arasında Türkiye’nin yanı sıra İtalya, İspanya, Fransa, Yunanistan, Lübnan, İsrail, Tunus, Cezayir, Güney Kıbrıs Rum Yönetimi, Fas ve Mısır yer almaktadır.

Mezkur etkinliğe davetli çevreler arasında hastane, bakımevi ve okullara kamusal catering hizmeti veren yerel ve federal yönetimler, distribütörler, beslenme uzmanları, gurme mağaza temsilcileri, restoran sahipleri ve şefleri ile Loblaw, Kroeger, Costco, WalMart, Whole Foods, gibi firmaların alımlarından mesul temsilcileri yer almaktadır. Söz konusu etkinliğe katılım koşulları ve ücretler bir örneği ekte yer alan broşür ve teklifte teferruatlı olarak açıklanmaktadır.

Ülkemizin işlenmiş gıda alanında ABD’ye ihracatta sahip olduğu potansiyel göz önüne alındığında söz konusu etkinliğe katılımın fayda sağlayabileceği mütalaa edilmektedir. Söz konusu etkinliğin önümüzdeki yıllarda da düzenli olarak tertiplenmesi öngörülmektedir. Hal böyle iken, etkinliğin bu yıl ilk defa gerçekleştirilecek olması ve davetlilerin pozitif dönüşlerine dair elde bir veri olmaması da göz önüne alındığında katılımın ilgilenebilecek İhracatçı Birliği/Tanıtım Grubu/Firma tarafından teklifte de yer alan mütevazı bir paketle gerçekleştirilmesinde veya adı geçen PR firmasıyla temas kurularak gözlemci sıfatına haiz özel bir katılım imkânının araştırılmasında fayda bulunmaktadır.

Bilgilerin ve yukarıda maruz şartlar da göz önüne alınarak mezkûr etkinliğe dair broşürün ilgili İhracatçı Birlikleri ve/veya Tanıtım Gruplarıyla paylaşılması hususunda gereğini arz ederim.


M. Ali YURDUPAK
Ticaret Ataşesi

Ek: Broşür (9 Sayfa)



MEDITERRANEAN DIET ROUNDTABLE

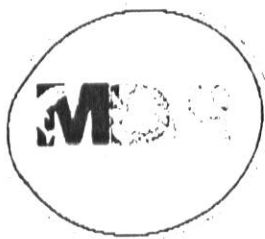
NEW YORK CITY SPRING 2015

PROPOSAL

ACCENT

confidential

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EXECUTIVE SUMMARY

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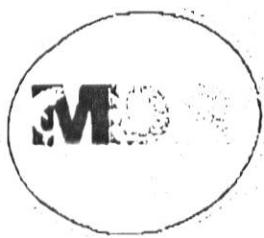
The Mediterranean Diet Roundtable is an exclusive networking event which brings together the entire spectrum of decision-makers in the U.S. Food Industry, along with Doctors, Nutritionists and Directors of Public Meals Programs. The goal is to address the important topic of accessing different menu choices for a balanced diet in structures such as stores as well as schools, hospitals, cafeterias, seniors' center, etc.

The British Medical Journal (BMJ) states that "The Americas region faces extraordinary challenges to its health systems as its population ages and puts on weight at an unprecedented pace, a new report from the Pan American Health Organization (PAHO) warns. Some 39% of the population of the Americas is expected to be overweight or obese by 2015, and the number of people aged over 60 years is expected to double (to 200 million) between 2006 and 2020, says the organization's five yearly report on the region, Health In the Americas 2012."

Furthermore, research has shown that the traditional Mediterranean Diet reduces the risk of certain illnesses. A study conducted on more than 1.5 million healthy adults demonstrated that following a Mediterranean diet was associated with a reduced risk of death from heart disease and cancer, as well as a reduced incidence of Parkinson's and Alzheimer's diseases (source: Mayo Clinic, ranked #1 Hospital in the nation)

Therefore, it is a **long term value** to implement genuine foods distinctive of the **Mediterranean Diet** on American tables and cafeterias. Our goal is to facilitate this process.

This document details the event's profile and the possible levels of participation and sponsorship. The official website of the Mediterranean Diet Roundtable will be launched in November 2014. The event will take place in New York City in Spring 2015.



HOW TO

REGISTER
TO THE MEDITERRANEAN DIET ROUNDTABLE

03

The **Mediterranean Diet Roundtable** aims to increase, on American plates, the presence of healthy products and menus distinctive of the Mediterranean Region. Our program includes a discussion on all levels of nutrition aspects, menu's engineering, stores and cafeteria strategies: attendees will gain a better understanding of the health values and commercial benefits of sourcing Mediterranean products for their respective clients/customers.

Mediterranean Countries and their best Growers/Processors/Manufacturers are invited to participate. On the other side of the Table, we are lining up U.S. Importers, Distributors, Buyers, Mass Feeders; Logistics Companies; Doctors and Nutritionists, and many others. The aim is to provide access to Quality & Cost-Competitive Authentic Products, Menu Ideas, synergizing with Trade Commissions of participating Countries, and provide the End User with all that is needed for direct access to great products, authentic taste and nutritious value. Our program will encompass Retail & Food Service.

The following are guidelines to be participating to our event. To optimize chances of success and valuable allocation of time, efforts, and resources, we are structuring a protocol to screen potential participant. This step is a necessary precaution to avoid diluting the opportunity, replicating formats already in existence: our Roundtable is a BUSINESS FOCUSED EVENT, inspired by scientific findings, marketing studies and good ethical practices. At the end of the event, we would like to be able to have a measurable commercial impact.

Help us to create the best possible experience for all the parties involved. Please fill out the session pertinent to your area of interest and present your selections by no later than **December 15, 2014**. Final admission and screening process will take place in the following months and decision will be made by no later than **February 15, 2015**. The event will take place in New York City on April 2015.

We hope you won't miss this opportunity to be represented at this important network and matching program. We look forward to welcoming you to the Mediterranean Diet Roundtable!

ADMISSION DEADLINE: DECEMBER 15, 2014

COMMITMENT DEADLINE: FEBRUARY 15, 2015

PAYMENT DEADLINE: MARCH 15, 2015



BENEFITS OF PARTICIPATION

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FOREIGN COMPANIES

If you want to structure solid and DIRECT relationships with the American Food Industry, you should consider attending this event. The preparation process itself will prove to be a valuable tool to build your offer on the most sought-after market in the world! In addition, we are exploring new areas and ways of proposing menu choices and commercial opportunities via an exclusive MATCHING PROGRAM (Business to Business or B2B) which will take place on a dedicated area the second day!

AMERICAN FOOD INDUSTRY AND SERVICE PROVIDERS/MASS FEEDERS

By attending this event, you will gain valuable scientific support to implement healthier choices for your Customers! Menu engineering and "just in time" cooking techniques, show tremendous benefit to guide healthier choices and conscious use of ingredients, minimizing food waste and optimizing taste. In addition, a special effort is being posed in working with Trade Commissions and Chambers of Commerce to create valuable, direct contacts for future references.

AUDIENCES

There are 4 main Segments identified for the Mediterranean Diet Roundtable:

- 1. Trade Commissions** of the different Mediterranean countries or their official representatives, who will identify strengths and opportunities connected with each of their own nations, providing valuable screening and insight.
- 2. Representatives of Federal, Regional and Local Public Administrations** involved in the creation of menus and "public meals" for schools, hospitals, seniors' centers etc. New York City alone provides almost 260 MILLION of those meals per year!
- 3. Importers, Distributors, Groups and Buyers** interested in acquiring business segments in Food Service, Care Facilities, Federal & State mass feeder programs with a new approach which expands reach and opportunities.
- 4. Others:** Nutritionists, Doctors, Researchers, Restaurant Owners, Chefs, Gourmet Stores, engaged PTOs, proactive health-conscious Non-Profits, Media, Services Providers, etc.: all the "End Users" who can benefit from a program that offers tools to build successful meals based on the principles of the Mediterranean Diet, offering Customers a new approach and even pre-defined menus.



TRADE OFFICES AND CHAMBERS OF COMMERCE

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Thanks for your interest in the Mediterranean Diet Roundtable! This project is being developed in conjunction with 4 major sectors, each with specific dynamics, expectations and *modus operandi*. FINAL DETAILS WILL BE DISCLOSED ONCE WE FORMALIZE THE LIST OF PARTICIPANTS, which, especially for the first edition, will be closely monitored.

Your **Trade Office** can decide to participate in different ways, starting as a simple observer for a special fee, up to a full sponsoring package, detailed on the following pages. We would like to encourage Trade Missions and ethnic Chambers of Commerce to at least display your logo among our Partners, as we will generate a good traffic and deliver valuable leads to you. To participate, please select from the proposed choices or indicate a budget and a "wish list" for us to consider.

This is a quick recap of the opportunity:

PROMOTION: The event is partnering with different media sponsors, including, but not limited to, the STAGNITO MEDIA GROUP for a through promotion to the Gourmet section. The publications part of this group include:

Convenience Store News

CSN's Single Store Owner

CSNews Supplier Guide

Progressive Grocer

Progressive Grocer Supplier Directory

Store Brands

Store Brands Buyers Guide

The Gourmet Retailer

The Gourmet Retailer Buyers Guide

Multicultural Retail 360

Retail Leader

Directory of Convenience Stores

Marketing Guidebook



Additional media include both trade and scientific publications, bulletins, organizations, blogs and associations.

The list of Importers/Distributors/Buyers/Mass Feeders invited to the Mediterranean Diet Roundtable include but are not limited to:

FOOD SERVICE DISTRIBUTION: Sysco, Performance Food Group (PFG), US Foodservice, Reinhart Foodservice, Inc., Maines Paper & Food Service, Inc., URM STORES;

RETAIL DISTRIBUTION: Loblaw, Kroger;

WHOLESALE CLUB STORES: BJ's, Costco;

RETAIL & CLUB STORES: WalMart & SAMS Club;

RETAIL STORES: The Great Atlantic & Pacific Tea Company (A&P), Albertsons, Fairway Markets, H.E.B. – Central Market, Food Lion, Trader Joe's, Whole Foods, Dean & DeLuca;

FOOD SERVICE MANAGEMENT COMPANIES: Aramark, Soxedso, Compass Group;

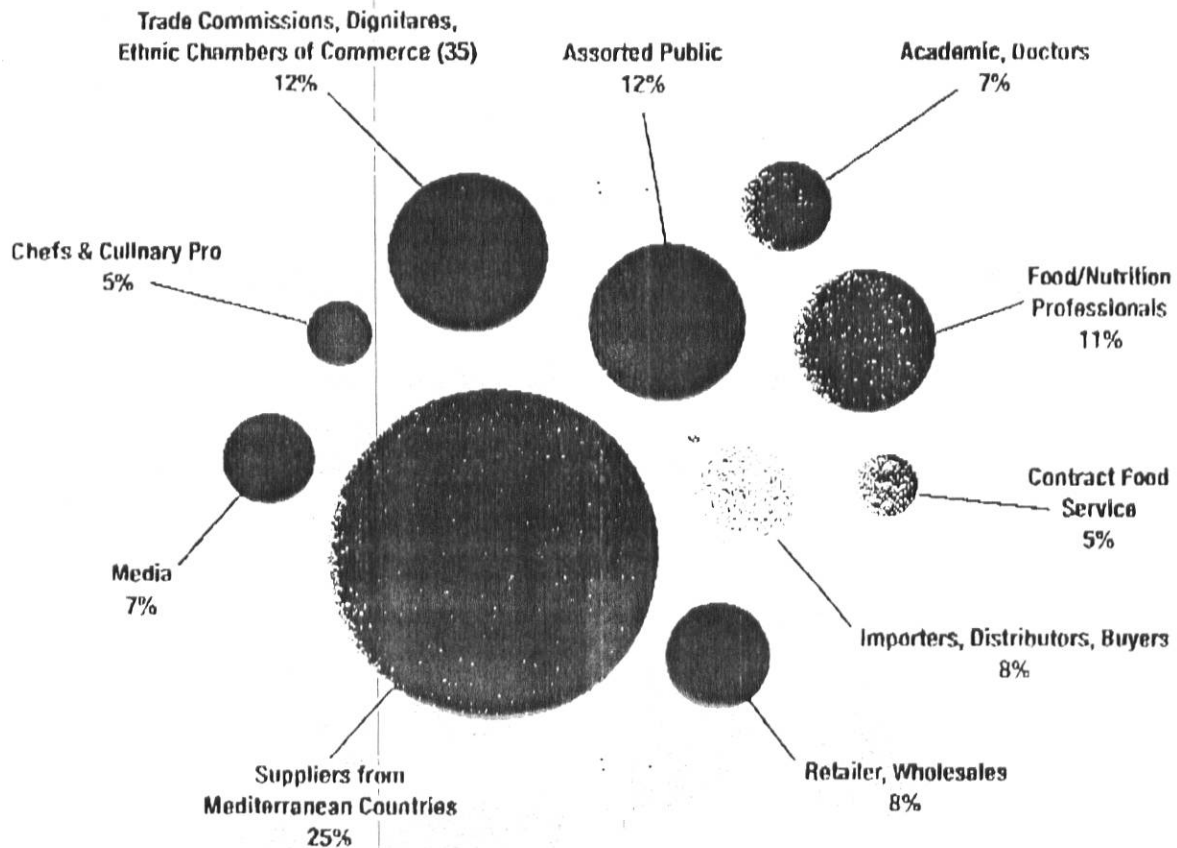
IMPORTER & DISTRIBUTION: Rema Foods, Mitsui, American Roland.



TRADE OFFICES AND CHAMBERS OF COMMERCE

06

We estimate that we are going to have about 250-300 guests with the following ratio:



- Academics and Doctors/Physicians (20)
- Registered Dietitians/Chefs/Health Services (35)
- Contract Food Service Companies (e.g. Sodexo; Marriott; Compass; Etc.) (15)
- Importers, Foodservice Distributor Buying Groups & Major Distributor Procurement Managers (e.g. Sysco; UniPro; PFD; Frosty Acres; Legacy; Etc.) (25)
- Retail Food Distributors & Major Retail Procurement Managers (e.g. Wal-Mart; Krogers; Albertson; Safeway; Costco; Publix; Winn-Dixie; Loblaw; Etc.) (25)
- Suppliers from Mediterranean Countries (invited countries: Cyprus, France, Greece, Italy, Spain, Turkey and Tunisia) (75)
- Media
- Chefs and Culinary Arts instructors (15)
- Trade Commissions/Dignitaries/Ethnic Chambers of Commerce (35)
- Assorted public (opinion leaders, activists, lobbyists, groups of interest, eetc.) (35)



PROTOCOL FOR SELECTING PARTICIPATING COMPANIES FOR THE MATCHING ACTIVITY

07

One of the **UNIQUE** features of the Roundtable, will be the possibility of participating at matching, B2B meetings. This means that we need to screen Products and Importers/Distributors from each side, and create specific meetings, in addition to general presentation. To guarantee a smooth and effective process, the organizers decided to set rules and regulations for companies willing to participate. They are the following:

1. The Mediterranean Diet Roundtable is open to any kind of company, without prejudice and limitations. However, for the common interest and representation at our event, we ask the companies to file a "good-will stand" in terms of economic stability and accurate description of their business. Because of the nature of the volume and business practices we are offering, we require the Trade Commissions to verify the consistency of the provided self-description of participating companies.
2. Each company will have to file a specific form, which will provide the specs for the counterparts to decide if they are interested or not.
3. The meeting will be held in the U.S., hence the official language of the Roundtable will be ENGLISH. It is an express request that the attending companies are fully proficient in commercial English and able to deal with the attendees.
4. The organizers reserve the rights to decline the participation of a specific company, if no matching can be secured within February 28, 2015. This because, despite our best efforts, it might be impossible to predict the outcome of the matching activity;
5. The B2B is quite an intensive effort from the organizers to generate actual business. As we won't be compensated for the aftermath, in terms of royalties etc., the matching activity requires an investment of the order of 10,000 dollars for groups of 5 companies. Each company can present a variety of products, up to max 10 labels for each participating manufacturer. This means the possibility of presenting 50 items, for EACH 10,000 dollars investment.
6. Additional companies and programs are of course possible for increments of \$10,000 each 5 companies.
7. It is mandatory for the participating companies to fill out the attached form for the screening process (pre-qualification).
8. Each admitted company, can expect at least 3 (three) meetings from interested parties and further possibilities from participants of the event directly in loco. The meetings are pre-arranged for pre-screened interested parties, so with a substantial chance of finalizing a contract/pilot program.
9. Participating companies, screened by the invited Trade Commissions, may or may NOT be already imported in the U.S.
10. There is no restriction in terms of what food and wine related category will be presented. However, the decision will be up to the participating Importers, Distributors, Buyers, Groups and other Groups.

We hope you understand the spirit of this initiative and the sincere belief of introducing new, exciting products into American Markets. We are counting on your collaboration to make this experience as valuable and meaningful as possible.



PARTICIPATION FORM

TRADE MISSIONS

& ETHNIC CHAMBERS OF COMMERCE

08

OFFICIAL NAME

Contact

Email

Contact

Email

Office location

Website

Title

Phone

Title

Phone

Packages available for TRADE MISSIONS ONLY (please select one):

- ☐ **Gold:** \$ 30,000 includes: 12 Matching companies + 12 Gala Tickets + Logo display + Media Lounge Sponsorship + 4 Sponsored tasting stations (products have to be provided separately) + 2 Sponsored Area or Seminar(s) + recognition at the program
- ☐ **Silver:** \$ 25,000 includes: 10 Matching companies + 8 Gala Tickets + Logo display + Media Lounge Sponsorship + 2 Sponsored tasting stations (products have to be provided separately) + Sponsored Area or Seminar
- ☐ **Bronze:** \$ 15,000 includes: 5 Matching companies + 4 Gala ticket + Logo display + Media Lounge Sponsorship + 1 Sponsored tasting station (products have to be provided separately)
- ☐ **Custom:** please inquire with us about a specific goal/budget for this operation

Individual services for TRADE MISSIONS and ETHNIC CHAMBERS ONLY:

- ☐ Each attendee \$200 (includes meals except the Gala)
- ☐ Gala tickets \$200 each
- ☐ Display of logo on ALL communications, invitations, press conferences, ads on media partners, etc. \$2,500
- ☐ Media Lounge sponsorship \$1,500
- ☐ Sponsored tasting station (+ products to provide) \$2,500 each, two 6 x 3 ft tables
- ☐ Sponsored area or seminar \$2,500
- ☐ Matching activity: \$10,000 each 5 companies (up to 50 labels)

By signing this document, the (specify name) _____
commits to participate to the MDR WITH THE FOLLOWING PACKAGE and SERVICES: _____ with a total
investment of USD _____, to be paid by no later than March 15, 2015.

Signature

Title

Date

Requested Paying methods: WIRE TRANSFER TO OUR ACCOUNT 50% will be due at the signing of the contract. 50% will be due no later than March 15, 2015.

ADMISSION DEADLINE: DECEMBER 15, 2014 - COMMITMENT DEADLINE: FEBRUARY 15, 2015 - PAYMENT DEADLINE: MARCH 15, 2015



ABOUT ACCENT PR LLC

Producer

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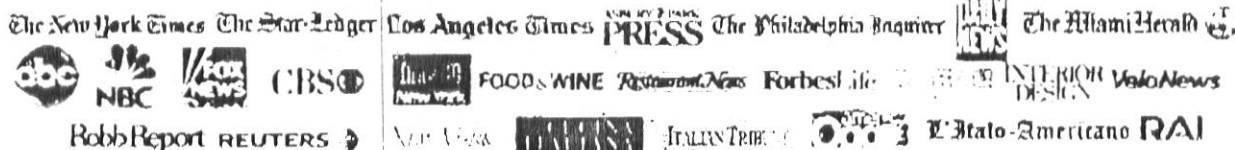
Accent PR is an integrated agency of PR and marketing established in 2001 and active on a national level. It distinguishes itself in the creation and execution of memorable events such as: 1000 Miglia Presentation (NYC, 2008 and 2009), Piazza Bella Italia at the Philadelphia Flower Show (Philadelphia 2009), NJ Beauty Festival (Raritan 2010, 2011), Giro d'Italia presentation and Gran Fondo Giro d'Italia (New York, Miami, Philadelphia, Beverly Hills and Pasadena, from 2010 to 2013), just to name a few. We worked with a large array of international institutions and companies and featured articles fostered by our agency appeared in The New York Times, New York Magazine, The Philadelphia Inquirer, Miami Herald, L.A. Times, Wine Spectator, Food & Wine, Interior Design, Robb Report, Wired, Daily News, Today's Show on NBC and endless others. The agency is directed by PR veteran Daniela Puglielli.

Accent PR will be the producer and coordinator of the event. For the occasion, Accent expanded its noteworthy network to include major professionals in the Food Industry, capable of securing the participation of importers, buyers, distributors and other significant players.

ABOUT ROBERT MEEK, Director of Food Industry Relations

The liaison with the U.S. Food Industry is **Robert Meek**, a professional with over 40 years in the importing/distributing arena. His deep knowledge of food distribution and procurement background, will secure success to the delicate B2B / matching program. His past positions include: Director of Imports, & Business Development Manager for Progressive Group Alliance and their family of Foodservice Distributors, and National & International Approved Vendors/Suppliers; Member and President of The European Foodservice & Distribution Group (EFD) Inc. (EFD members were the largest Food Service Distributors from each of the 7 Member Nations); General Manager & COO of PFG CARO in Houma, LA a Performance Foodservice Group (PFG) company to install corporate systems and procurement programs. More recently, Mr. Meek was the Business Development Manager for Italian Products USA, an Importer of fine upscale Italian Foods, with locations in Bologna, Italy and Clark, New Jersey, as well as other management positions in the Food Distribution industry.

Over the years, Accent PR secured coverage on countless media, including but not limited to the following list:



www.mdrproject.com - FOR ADDITIONAL INFORMATION: info@mdrproject.com or call +1 908 212 7846