

Agricultural Trade Offices: A Starting Point for U.S. Exporters

March 1999

To help U.S. agricultural exporters, the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) operates a network of Agricultural Trade Offices (ATOs) in the major markets of Asia, Europe, Latin America, and the Middle East. Market development and U.S. exporter assistance in many other countries is carried out by agricultural affairs officers in American Embassies.

The ATOs supply U.S. exporters with up-to-the-minute information on the market, potential customers, and promotional opportunities. ATOs also include facilities for representatives of the nonprofit U.S. market development cooperators that work with FAS to develop and service foreign markets.

ATOs provide a starting point for U.S. companies, trade associations, export cooperatives, and state departments of agriculture with an interest in overseas markets. Market information is generally available for individual product areas in the ATO trade library. The ATO staffs are knowledgeable about their markets and, while not a research service, can provide answers to specific questions about the market and product potential. For example, agricultural trade officers report on the market situation for key commodities in the countries they monitor. These reports cover the country's distribution system, trade policies and practices, and products of interest.

Generally ATOs have conference and seminar facilities that are available for use by companies in their initial forays into the market. In addition, for companies that are further along in their marketing efforts, some ATOs have kitchen and food demonstration areas that can be used to hold food tastings for potential clients.

Trade offices can also put American exporters in touch with other services in the foreign country, such as public relations and advertising firms, research services, and interpretation and translation services.

Promoting U.S. Products

FAS organizes many market development activities, including exhibitions promoting U.S. food and agricultural products abroad. U.S. exporters can participate in these large, multinational exhibitions that draw tens of thousands of buyers. On a somewhat smaller scale, FAS officers sponsor hotel and restaurant menu promotions, solo food shows, and in-store promotions of consumer-ready products. They also help organize seminars on the quality and variety of U.S. commodities available for foreign buyers.

Trade officers meet with U.S. corporate sales teams and state and federal government trade missions to discuss how they can best market their agricultural products. They focus on consumer-ready products, such as fresh fruits and vegetables, snacks, nuts, wines, breakfast cereals, and canned, packaged, and frozen foods, including meat and poultry.

Trade officers also organize buying teams of foreign importers and buyers to visit U.S. food exhibitions and meet with potential U.S. suppliers. They provide one-stop service to potential foreign customers. Each office displays buying guides and other information useful to foreign buyers, facilitates trade contacts, answers inquiries, and maintains a buyer-seller database.

Some trade offices also publish newsletters that feature U.S. products, local sales success stories, and trade news.

AgExport Services

Back in Washington, DC, FAS' AgExport Services Division (AGX) can help U.S. exporters break into overseas markets. For example, the Trade Assistance and Promotion Office (TAPO) serves as an initial contact point for U.S. companies with export-related questions. TAPO also maintains a wide range of information, including market overviews and other research generated by the ATOs.

The AgExport Connections branch of AGX manages a variety of services designed to help U.S. exporters establish direct contact with foreign buyers. Trade Leads, which are received electronically in Washington, DC, from offices overseas, are made available to U.S. companies electronically, by fax, or in print form.

The AgExport Connections office also offers Foreign Buyer Lists sorted by specific product or country. These lists are generated from a database of more than 19,000 foreign buyers, which is updated annually by FAS' overseas offices. For a small fee, U.S. exporters can also advertise their products in a biweekly publication called "Buyer Alert" that is distributed through FAS offices to more than 16,000 potential foreign buyers.

The Trade Show branch provides another cost-effective way for U.S. exporters to tap into foreign markets. This office works closely with FAS overseas offices to organize U.S. participation in international trade shows and sales missions. A single participation fee covers a fully appointed booth, shipment of product samples, market information, and promotional services.

Where To Get More Information

For more information on U.S. trade offices, contact: AgExport Services Division, Agricultural Trade Office Coordinator, Stop 1052, Foreign Agricultural Service, U.S. Department of Agriculture, 1400 Independence Ave., SW, Washington, DC 20250-1052. Tel. (202) 690-6343, fax (202) 690-0193.

For more information about AgExport Services' programs, contact: AgExport Services Division, Stop 1052, Foreign Agricultural Service, U.S. Department of Agriculture, 1400 Independence Ave., SW, Washington, DC 20250-1052. Tel. (202) 720-6343, fax (202) 690-4374.

For more information on FAS' overseas offices and programs, contact: Assistant Deputy Administrator, Foreign Agricultural Affairs, Foreign Agricultural Service, U.S. Department of Agriculture, 1400 Independence Ave., SW, Washington, DC 20250. Tel. (202) 720-3253, fax (202) 720-6063.

Trade Office Locations

Individual agricultural trade offices are listed below in alphabetical order. The U.S. address is for materials sent from the United States and the local address is for mail originating elsewhere.

[Brazil](#)

[Caribbean Basin](#)

[China \(Shanghai\)](#)

[China \(Guangzhou\)](#)

[Germany](#)

[Hong Kong](#)

[Indonesia](#)

[Italy](#)

[Japan \(Osaka\)](#)

[Japan \(Tokyo\)](#)

[Korea](#)

[Mexico \(Mexico City\)](#)

[Mexico \(Nuevo Laredo\)](#)

[Russia](#)

[Saudi Arabia \(Riyadh\)](#)

[Saudi Arabia \(Jeddah\)](#)

[Singapore](#)

[Taiwan](#)

[United Arab Emirates](#)

Brazil (Sao Paulo)

Mailing Address (Local) Edificio Suarez Trade
Alameda Santos 2224
Conjunto 11
01418-200 Sao Paulo, SP-Brazil

Tel: (011-55-11) 282-3528
Fax: (011-55-11) 883-7535
E-mail: atosp@unisys.com.br

Mailing Address (United States) Agricultural Trade Office
American Consulate General, Sao
Paulo
Unit 3502
APO AA 34030-3502

Caribbean Basin (Miami -- opening January 1997)

Mailing Address U.S. Agricultural Trade Office
909 SE 1st Avenue, Suite 720
Miami, FL 33131

Tel: (305) 536-5300
Fax: (305) 536-7577
E-mail: cbato@ibm.net
Office Hours: 8:30 a.m.-5:00 p.m.

Facilities: Conference room and library.

Programs: Market information, export counseling, buyer lists, coordination of buying groups to the United States, in-store promotions, menu promotions, trade shows, and seminars.

China (Shanghai)

Mailing Address (Local) American International PSC Center
AT SHANGHAI CENTER
1376 NANJING ROAD WEST
Shanghai 200040, China

Tel: (011-86-21) 6279-8622
Fax: (011-86-21) 6279-8336
E-mail: atos@public.sta.net.cn
Internet Homepage:
<http://www.atoshanghai.org/>
Office hours: 8:30 a.m.-5:30 p.m.

Mailing Address (United States) ATO SHANGHAI
AMCONGEN SHANGHAI
PSC 461, Box 200
FPO AP 96521-0002

Mailing Address (for packages) AGRICULTURAL TRADE
OFFICE
AMCONSUL SHANGHAI
DEPARTMENT OF STATE
WASHINGTON, DC 20521-4100

Facilities: Conference room and library.

Programs: Market information, visitor support, buyer lists, coordination of buying groups to the United States, in-store promotions, menu promotions, trade shows, and seminars.

China (Guangzhou)

Mailing Address (Local) China Hotel, Office Tower
12th floor, Room 12-59-61
Liu Hua Lu
Guangzhou 510015

Tel: (011-86-20) 8667-7553,
8666-3388 ext. 1291
Fax: (011-86-20) 8666-0703
E-mail: ato@gitic.com.cn

Mailing Address (United States -- letter or publications only, no packages) People's Republic of China *Office hours: 8:30 a.m.-5:30 p.m.*
 AGRICULTURAL TRADE
 OFFICE
 US CONSULATE GUANGZHOU
 PSC 461, BOX 100
 FPO AP 96521-0002

Mailing Address (United States -- letters or packages) FAS AGRICULTURAL TRADE
 OFFICE
 AMCONSUL GUANGZHOU
 DEPARTMENT OF STATE
 WASHINGTON, DC 20521-4090

Facilities: Conference room and library.

Programs: Market information, visitor support, buyer lists, coordination of buying groups to the United States, supermarket and menu promotions, trade shows, and seminars.

Germany (Hamburg)

Mailing Address (Local) Agricultural Trade Office *Tel:* (011-49-40) 41-46-07-0
 Alsterufer 28 *Fax:* (011-49-40) 41-46-07-20
 20354 Hamburg *E-mail:* 104520.264@CompuServe.com
 Germany *Internet homepage:*
<http://ourworld.compuserve.com/homepages/atohamburg>

Office Hours: 8:00 a.m.-5:00 p.m.

Mailing Address (United States) U.S. AGRICULTURAL
 TRADE OFFICE
 AMERICAN
 CONSULATE
 GENERAL, HAMBURG
 DEPARTMENT OF
 STATE
 WASHINGTON, DC
 20521-5180

Facilities: Conference/reception room, library, and visitors' office.

Programs: Support for supermarket, hotel, restaurant, and other U.S. promotional activities; directory of European representatives of U.S.-produced foods and beverages; distribution of Buyer Alert; complete exhibitor and public relations support for ANUGA world food exhibit held every odd-numbered year and specialized support for other trade shows.

Hong Kong (Also covers Macau)

Mailing Address (Local) Foreign Agricultural Service *Tel:* (011-852) 2841-2350
 18th Floor, St. John's Building *Fax:* (011-852) 2845-0943
 33 Garden Road, Central *E-mail:* 106122.2744@compuserve.com
 Hong Kong *Internet homepage:*
 Special Administrative Region of <http://www.usia.gov/posts/hongkong.html>
 China *Office hours:* 8:30 a.m.-5:30 p.m.
Closed for lunch: 12:30-1:30 p.m.

Mailing Address (United States) AGRICULTURAL TRADE
OFFICE
U.S. CONSULATE HONG
KONG
PSC 464, BOX 30
FPO AP 96522-0002

Facilities: Conference room, library, product demonstration area, and audio-visual capabilities.

Programs: Consumer-oriented food events at convention, exhibition, and shopping centers; hotel, restaurant, and supermarket promotions; international and U.S.-only food exhibits, distribution of Buyer Alerts, market research, point of sale restaurant/supermarket, and product demonstrations.

Indonesia (Jakarta)

Mailing Address (Local) Wisma Metropolitan II, 3rd Floor *Tel:* (011-62-21) 526-2850, ext. 4001
Jl. Jendral Sudirman Kav. 29-31 *Fax:* (011-62-21) 571-1251
Jakarta 12920 *E-mail:* atojkt@rad.net.id
Indonesia *Office hours:* 7:30 a.m.-4:00 p.m.

Mailing Address (United States) FOREIGN AGRICULTURAL
SERVICE
AGRICULTURAL TRADE
OFFICE
BOX 1, UNIT 8129
APO AP 96520-0001

Facilities: Library.

Programs: Monthly newsletter mailed out with Buyer Alert, food shows, import regulation counseling, market information and contact lists, seminars, regional agent show, supermarket and restaurant promotions.

Italy (Milan)

Mailing Address (Local) U.S. Agricultural Trade Office *Tel:* (011-39-2) 290-351-59
Via Principe Amedeo 2/10 *Fax:* (011-39-2) 659-9641
20121 Milano, Italy *E-mail:* agmilan@fas.usda.gov
Internet homepage:
<http://www.usis.it/>
Office hours: 8:30 a.m.-5:30 p.m.

Mailing Address (United States) AMERICAN EMBASSY/AGR
PSC 59, BOX 100 M
APO AE 09624

Facilities: Multi-functional room: library, conference room with product display space, and visitors' business office.

Programs: Trade shows; regional outreach programs to promote U.S. food; market information; trade servicing; trade leads; distribution of Buyer Alert with targeted mailings; seminars; hotel/restaurant promotion; special events; Italy business home page on the Internet.

Japan (Osaka)

Mailing Address (Local) 2-11-5 Nishi Tenma
Kita-ku
Osaka 530, Japan

Tel: (011-81-6) 6315-5904
Fax: (011-81-6) 6315-5906
E-mail:
atoosaka@ppp.bekkoame.ne.jp
Office hours: 8:30 a.m.-5:30 p.m.

Mailing Address (United States) U.S. AG TRADE OFFICE,
OSAKA
c/o US CONSULATE GENERAL/
OSAKA-KOBE, JAPAN
UNIT 45004, BOX 239
APO AP 96337-5004

Facilities: Conference room and library.

Programs: Food shows, market information, seminars, point-of-sale restaurant/supermarket promotions, and public relations events.

Japan (Tokyo)

Mailing Address (Local) Tokyu Tameike Building
8th Floor,
1-1-14, Akasaka
Minato-ku, Tokyo 107, Japan

Tel: (011-81-3) 3224-5115/3505-6050
Fax: (011-81-3) 3582-6429
E-mail:
agtokyo@ppp.bekkoame.or.jp
Office hours: 8:30 a.m.-5:30 p.m.

Mailing Address (United States) AG TRADE OFFICE TOKYO
U.S. EMBASSY
UNIT 45004, BOX 226
APO AP 96337-5004

Facilities: Conference room, library, and seminar room with kitchen.

Programs: Extensive market research catalog; Japanese and English-language newsletters; an array of general and specialized food shows; activities to connect U.S. exporters with key retailers, wholesaler, and food service companies in regional Japanese market; and activities with Tokyo-based retail, wholesale, and food service companies.

Korea (Seoul)

Mailing Address (Local) U.S. Agricultural Trade Office
Room 303, Leema Building
146-1 Susong-dong
Chongro-ku Seoul
110-140, South Korea

Tel: (011-82-2) 397-4188
Fax: (011-82-2) 720-7921
E-mail: atoseoul@uriel.net
Office hours: 8:30 a.m.-5 p.m.

Mailing Address (United States) AGRICULTURAL TRADE
OFFICE
AMERICAN EMBASSY - SEOUL
UNIT 15550-0001
APO AP 96205-0001

Facilities: Library; multi-functional room with audiovisual equipment and kitchen facilities for conferences,

meetings, and receptions, and visitors' office.

Programs: Distribution of Buyer Alerts, food shows, import regulation counseling, market information, newsletter, product demonstrations, samplings, and seminars.

Mexico (Mexico City)

<i>Mailing Address (Local)</i>	Jaime Balmes No. 8-201 Col. Los Morales Polanco 11510 Mexico City, D.F. Mexico	<i>Tel:</i> (011-52-5) 280-5291/5277 <i>Fax:</i> (011-52-5) 281-6093 <i>E-mail:</i> ato@intmex.com <i>Internet homepage:</i> http://www.atomexico.gob.mx/ <i>Office hours:</i> 8:30 a.m.-5:30 p.m.
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<i>Mailing Address (United States)</i>	AGRICULTURAL TRADE OFFICE P.O. BOX 3087 LAREDO, TX 78044-3087
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Facilities: Conference room, multi-functional room for conferences, meetings, receptions, and seminars; product demonstration area with kitchen, library, and visitors' office.

Programs: Distribution of Buyer Alerts, food shows, trade events, credit programs, market research, market briefs, counseling, newsletter, product demonstrations, samplings, seminars, and public relations events.

Mexico (Nuevo Laredo)

<i>Mailing Address (Local)</i>	Tamps, Calle Allende 3330 Col. Jardin 88260 Nuevo Laredo, Tamps., Mexico	<i>Tel:</i> (011-52-87) 191-603/604 <i>Fax:</i> (011-52-87) 191-605 <i>E-mail:</i> agrnl@nld.bravo.net <i>Office hours:</i> 8:30 a.m.-5:30 p.m.
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<i>Mailing Address (United States)</i>	AGRICULTURAL TRADE OFFICE DRAWER 3089 LAREDO, TX 78044-3087
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Russia

<i>Mailing Address (Local)</i>	19/23 Novinskiy Bul'var 121099 Moscow, Russia	<i>Tel:</i> (011-7095) 956-4103 <i>Fax:</i> (011-7095) 255-9951 <i>E-mail:</i> atoffice@corbina.ru <i>Office hours:</i> 9:00 a.m.-6:00 p.m.
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<i>Mailing Address (United States)</i>	AGRICULTURAL TRADE OFFICE AMERICAN EMBASSY MOSCOW PSC 77 AGR APO AE 09721
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Saudi Arabia (Riyadh)
(Also covers Republic of Yemen)

Mailing Address (Local) American Embassy
P.O. Box 9041
Riyadh 11413, Saudi Arabia
Tel: (011-966-1) 488-3800, ext. 1560
Fax: (011-966-1) 482-4364
E-mail: usda_riyadh@hotmail.com
Office Hours: Sat.-Wed., 8 a.m.-5 p.m.

Mailing Address (United States) ATO/AMERICAN EMBASSY
UNIT 61307
APO AE 09803-1307

Facilities: Library and conference room.

Programs: Buyer lists, food shows, import regulation counseling, market information, menu and supermarket promotions, and distribution of Buyer Alerts.

Saudi Arabia (Jeddah)
(Branch office of ATO Riyadh)

Mailing Address (Local) Foreign Agricultural Service
U.S. Consulate
Palestine Road, Ruwais
P.O. Box 149
Jeddah 21411, Saudi Arabia
Tel: (011-966-2) 661-2408
or 667-0080, ext. 299
Fax: (011-966-2) 667-6196
E-mail: atojeddah@usda1.sprint.com
Office hours: Sat.-Wed., 8 a.m.-5 p.m.

Mailing Address (United States) FOREIGN AGRICULTURAL
SERVICE
AMERICAN CONSULATE
UNIT 62122
APO AE 09811-2112

Singapore

(Also covers Brunei and Papua New Guinea, and assists promotional activities with Agricultural Affairs Offices throughout Southeast Asia.)

Mailing Address (Local) U.S. Agricultural Trade Office
541 Orchard Road, #08-03
Liat Towers
Singapore 0923
Tel: (011-65) 737-1233/1729
Fax: (011-65) 732-8307
E-mail: ato_sing@pacific.net.sg
Office hours: 8:30 a.m.-5:15 p.m.

Mailing Address (United States) US EMBASSY ATO
PSC 470 (AGRICULTURE)
FPO AP 96534-0001

Facilities: Library and visitors' office.

Programs: Coordination of Food and Hotel Asia trade show every even-numbered year, food and beverage seminars, in-store supermarket promotions, and distribution of Buyer Alerts.

Taiwan (Taipei)

Mailing Address (Local) American Institute in Taiwan
54 Nan Hai Road
Tel: (011-82-22) 2337-6525
Fax: (011-82-22) 2305-7073

Mailing Address (United States) Taipei, Taiwan
 AIT TAIPEI, DOS
 AGRICULTURAL TRADE
 OFFICE
 WASHINGTON, DC 20521-4170

E-mail: <mailto:ato@mail.ait.org.orw>

Facilities: Library; conference room with audio-visual equipment; auditorium for holding trade events, seminars, and food shows; and kitchen facilities for product demonstrations and receptions.

Programs: Coordination of visits to the United States by interested Taiwan buyers, buyer lists, international and U.S. food shows, market research briefs, newsletter, distribution of Chinese-language Buyer Alerts, and hotel/restaurant and supermarket food promotions.

United Arab Emirates (Dubai)

(Also covers Bahrain, Kuwait, Qatar, and the Sultanate of Oman)

Mailing Address (Local) U.S. Agricultural Trade Office
 P.O. Box 9343 Dubai, UAE
 21st Floor
 World Trade Center
Tel: (011-971-4) 313-612/314-063
Fax: (011-971-4) 314-998
E-mail: atodubai@emirates.net.ae
Office hours: Sat.-Wed., 8:30a.m.-5:00p.m.

Mailing Address (United States) AGRICULTURAL TRADE
 OFFICE
 DUBAI
 U.S. DEPARTMENT OF
 AGRICULTURE, FAS
 WASHINGTON, DC 20250-6000

Facilities: Library.

Programs: Annual update of directory of U.S. suppliers and local importers of U.S. food products in the region, buyer lists, annual food show, in-store promotions, foreign buyer teams to the United States, and distribution of Buyer Alerts.

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

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