

# TradeUSA Overview

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*Presented by Dina Athanasiou  
Head of International Trade Department "TradeUSA"  
American-Hellenic Chamber of Commerce*

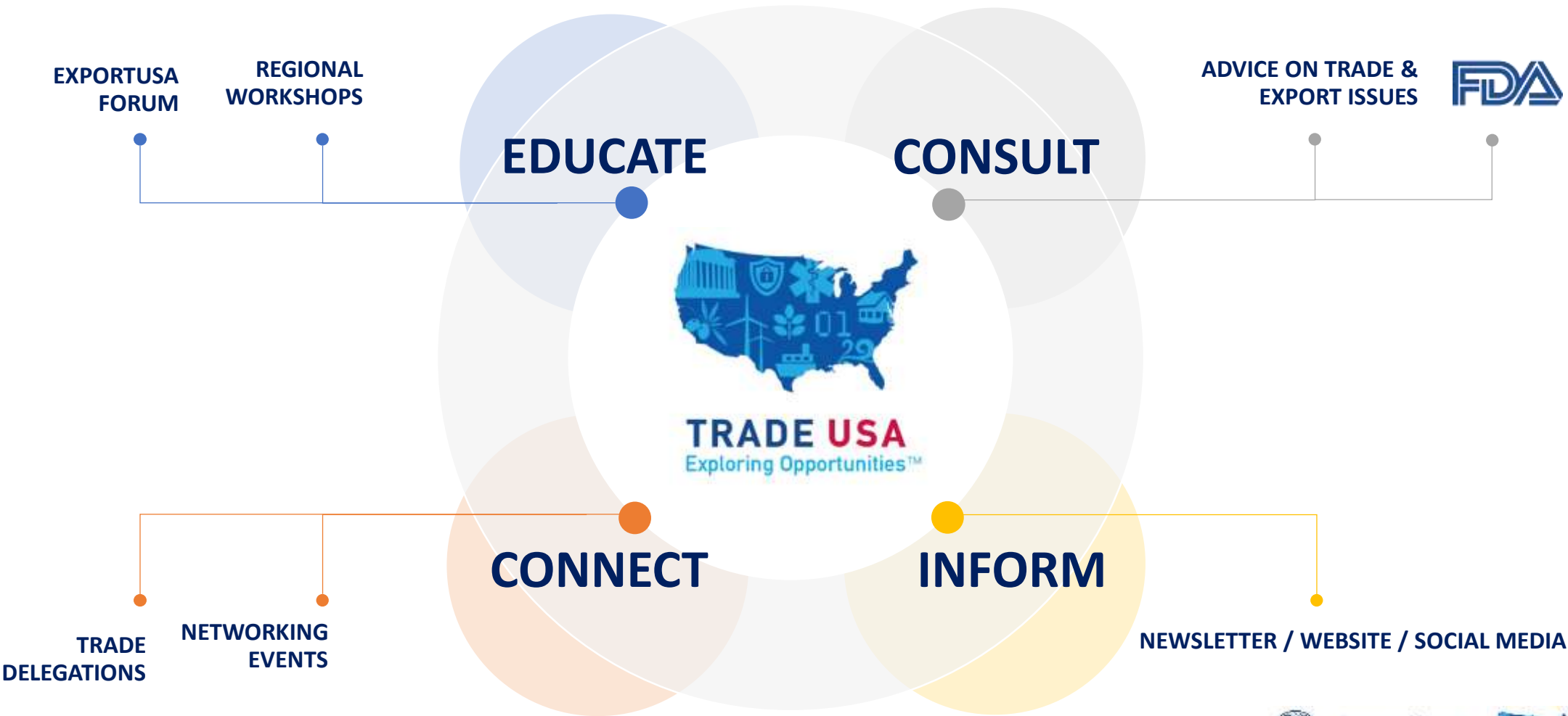
## Who we are

- **TradeUSA** is the International Trade Department of the American Hellenic Chamber of Commerce
- Established in 2013 with the goal to inform, assist and provide guidance to Greek exporters
- Through our multifaceted strategic actions we intend to address all possible needs a company in Greece might have when aiming to penetrate/expand in the U.S. Market
- We focus 100% on companies interested in exporting to the U.S. market

*"Our **mission** is to serve as a forum for pivotal issues regarding bilateral trade between the U.S. and Greece, to monitor developments, recommend actions and initiatives and to develop export expertise."*

**TradeUSA** is the country's **export expert** for the US

# What we do



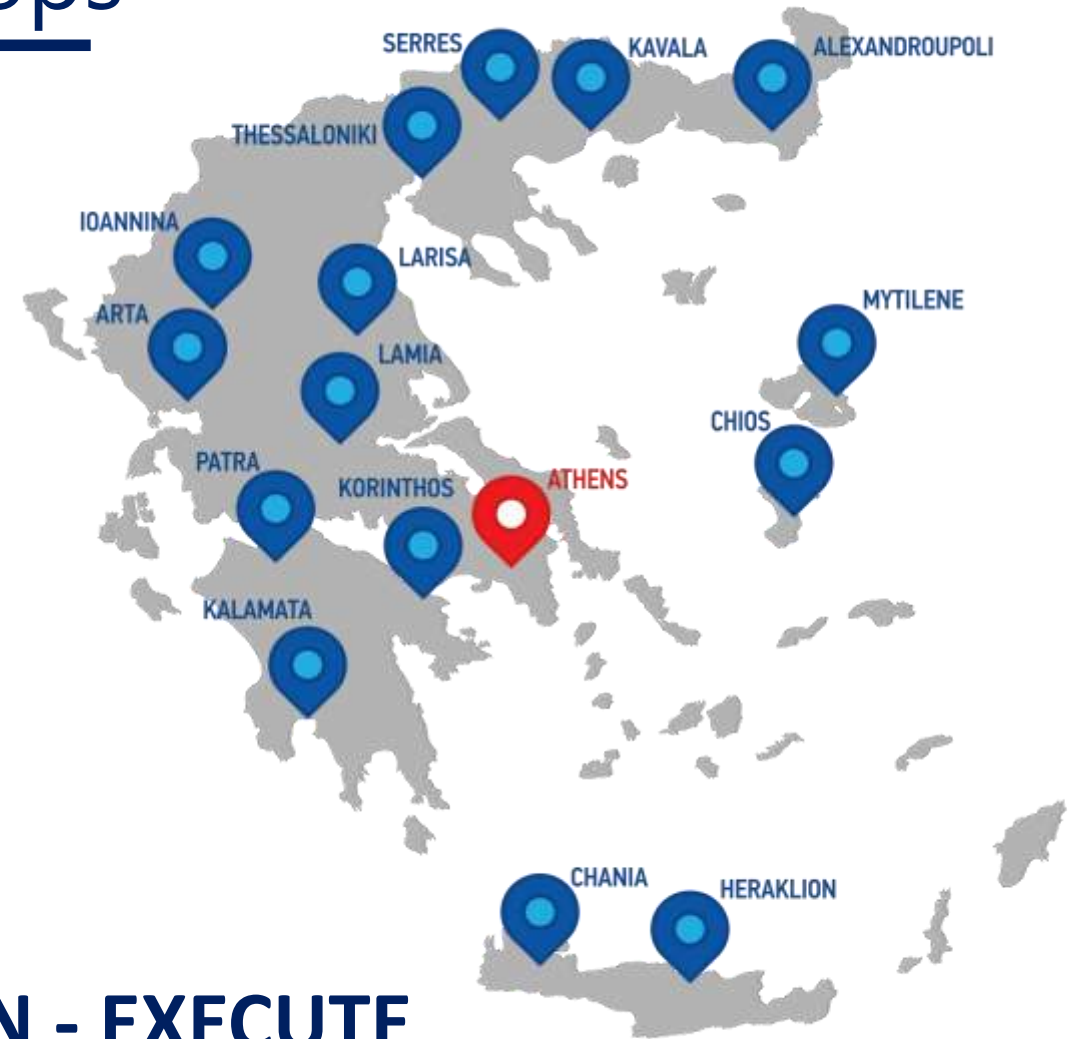
# Workshops

A series of seminars conducted throughout Greece to inform local producers and exporters on the US market and advise them on how they can advance their products abroad.

**30** Workshops

**20** Regional Cities

**500+** Companies Educated



**PREPARE – PLAN - EXECUTE**



AMERICAN-HELLENIC  
CHAMBER OF COMMERCE



TRADE USA  
Exporting Opportunities

# How we responded to the Covid-19 outbreak

Monitoring of the main U.S. Trade Shows & Exhibitions Development on a weekly basis

 <b>COVID-19: MAIN U.S. TRADE SHOWS &amp; EXHIBITIONS 2020 DEVELOPMENT</b>  <b>TRADE USA</b> Exploring Opportunities™				
EXHIBITION	INDUSTRY	DATES	LOCATION	STATUS <small>*As of 04/06/2020</small>
<a href="#">CES - CONSUMERS ELECTRONICS SHOW</a>	Consumer Technologies	January 7-10, 2020	Las Vegas, NV	COMPLETED
<a href="#">ATLANTA BOAT SHOW</a>	Boats	January 16-19, 2020	Atlanta, GA	COMPLETED
<a href="#">WINTER FANCY FOOD SHOW</a>	Specialty Food & Beverages	January 19-21, 2020	San Francisco, CA	COMPLETED
<a href="#">INTERNATIONAL PRODUCTION &amp; PROCESSING EXPO</a>	Poultry, Meat & Feed	January 28-30, 2020	Atlanta, GA	COMPLETED
<a href="#">NATURAL PRODUCTS EXPO WEST</a>	Natural & Organics	March 3-7, 2020	Anaheim, CA	CANCELLED
<a href="#">MODEX</a>	Supply Chain & Logistics	March 9-12, 2020	Atlanta, GA	COMPLETED
<a href="#">SEAFOOD EXPO NORTH AMERICA</a>	Seafood	March 15-17, 2020	Boston, MA	POSTPONED
<a href="#">TEXPROCESS AMERICAS</a>	Technical Textile & Sewn Products	May 12-14, 2020	Atlanta, GA	NEW DATES: December 15-17, 2020
<a href="#">NATIONAL RESTAURANT ASSOCIATION SHOW (NRA)</a>	Food Service	May 16-19, 2020	Chicago, IL	CANCELLED
<a href="#">SWEETS &amp; SNACKS EXPO</a>	Confectionery & Snacks	May 19 - 21, 2020	Chicago, IL	CANCELLED
<a href="#">JCK &amp; LUXURY</a>	Jewelry	June 2-5, 2020	Las Vegas, NV	NEW DATES: Pending
<a href="#">NEOCON</a>	Commercial Design	June 8-10, 2020	Chicago, IL	CANCELLED
<a href="#">SUMMER FANCY FOOD SHOW</a>	Specialty Food & Beverages	June 28-30, 2020	New York, NY	ACTIVE
<a href="#">TECHCONNECT WORLD</a>	Innovation in Physical & Life Sciences	June 29 - July 1, 2020	National Harbor, MD	ACTIVE
<a href="#">NANOTECH</a>	Nanotechnology	June 29 - July 1, 2020	National Harbor, MD	ACTIVE
<a href="#">IFT (INSTITUTE OF FOOD TECHNOLOGISTS EXPO)</a>	Food Technology Products & Services	July 12-15, 2020	Chicago, IL	GOES VIRTUAL

 For updates, please visit regularly: [www.amcham.gr/tradeusa/#we-connect](http://www.amcham.gr/tradeusa/#we-connect)
#COVID19 #StaySafe #TradeUSA
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## White Paper



### COVID-19 και αγορά των Η.Π.Α.

#### White Paper

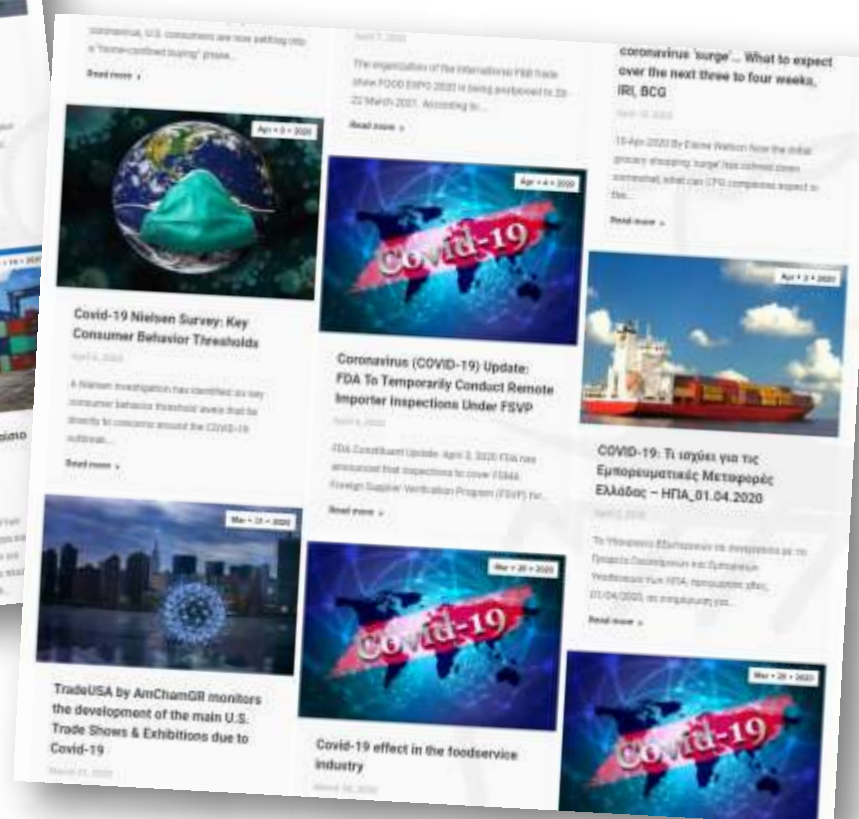
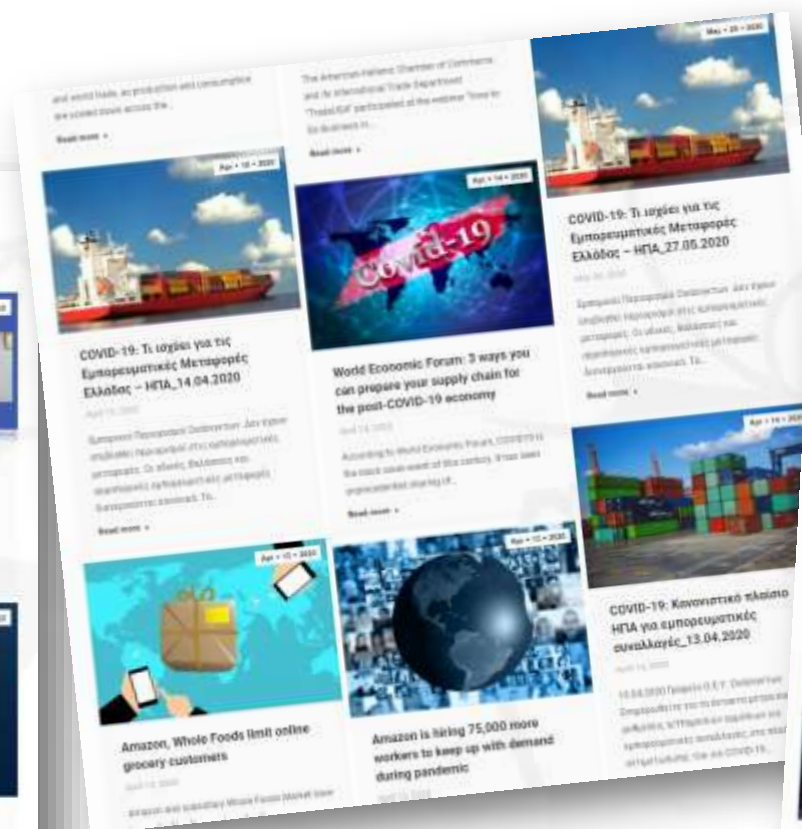
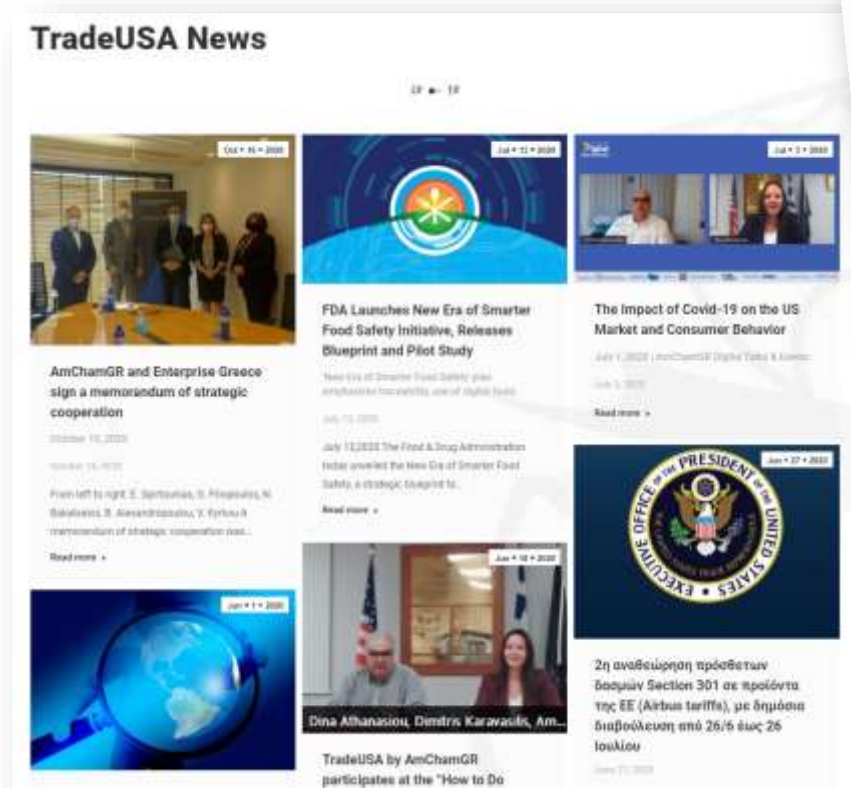
Τμήμα Διεθνούς Εμπορίου «TradeUSA»  
Ελληνο-Αμερικανικού Εμπορικού Επιμελητηρίου

Μάιος 2020



# How we responded to the Covid-19 outbreak

## News section



# How we responded to the Covid-19 outbreak

## Webinar



## Flash Survey



## Guest speakers



## The Greek Exports HandBook





Speakers



## 5<sup>th</sup> ExportUSA Forum

- Understand the impact of the pandemic on the US Market
- Learn the new US consumer profile
- Discover how to adapt export strategies to cater to new demands and surroundings
- Identify growth opportunities
- Gain an understanding on the FDA Regulatory Framework and latest developments



# Thank you!

## Boost your export potential

### Join us, join **U.S.**



**TRADE USA**  
Exploring Opportunities™



AMERICAN-HELLENIC  
CHAMBER OF COMMERCE

Interested in joining us?

Email us at [tradeusa@amcham.gr](mailto:tradeusa@amcham.gr)

Or give us a call at **+30 210 6993559**

[www.amcham.gr/tradeusa/](http://www.amcham.gr/tradeusa/)