

Dutch canned products as well as ready-made meals, snacks and horticultural products appeared to elicit interest among visitors.

The Netherlands now ranks as the world's third largest agricultural exporter, behind the U.S.A. and France.

SWITZERLAND

The Swiss Pavilion was divided into six sectors: dairy products (including cheese), confectionery, beverages, grain-based products and health foods, canned goods, soups & spices and meat products. Swiss food manufacturers exports 2,000 million Swiss francs annually. Food processing is one of Switzerland's oldest industries. Indeed, some non-Swiss food producers use the term "Swiss" for their products. The range of Swiss food products, marketed globally, continues to grow, and include: non-alcoholic drinks, biscuits, sauces and condiments, and air dried beef, not to mention its cheese and chocolate.

SINGAPORE

The SINGAPORE Pavilion featured 15 firms marketing such products as specialty seafoods, dairy products, instant coffee, mixes, non-alcoholic beverages, edible oils, frozen Chinese food, biscuits, spices, sauces. The SINGAPORE food and beverage industry generates \$135 million (U.S.) annually. SINGAPORE has developed into one of the most important commercial centres in the world. SINGAPORE is a member of the Association of South Asian Nations (ASEAN) which has a population of 284 million people. The World Bank credits the ASEAN region with the highest potential for growth in this century. The Pacific Rim, which takes in markets such as the Western United States, Japan, the PRC & Australia, contains 1.7 billion people.

FINLAND

The Finnish Export Trade Association organized the Finnish national stand with 18 firms which displayed a wide range of top quality products in the agricultural and food sectors. New export produce was displayed including cold smoked sea trout, freezer-dried berries and ready-to-cook meals, Finnish beer and herrings in assorted marinades. Under the motto "fresh from Finland", Finland's presence at ANUGA represented an important part of the Finnish Food Industry's advertising campaign.