



**STATE OF ISRAEL  
MINISTER OF INDUSTRY, TRADE AND LABOR**

2009-0154-4524  
10/12/2009

Dear Friends,

I am honored to invite you to Israfood 2010, The 27<sup>th</sup> International Exhibition for the food and beverage industry in Israel, which will take place in Tel Aviv, on November 22nd-24th, 2010.

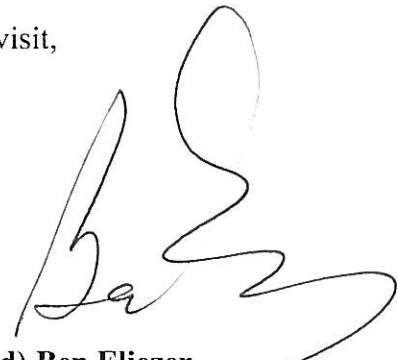
Israefood is a key platform for a professional and business encounter between manufacturers, importers, representatives of the institutional, private and professional sectors, and retail chains. The exhibition attracts over 90% of the professionals of the catering and food wholesale, retail chains and restaurants.

Held for the 27th consecutive year, Israfood will be attended by more than 20,000 visitors, among them are senior executives and managers from the food and beverage industry in Israel. The event will exhibit displays from various categories such as Food & Beverages, Gourmet, Organic & Health Food, Food pack, Food Logistics and Israeli Wine.

The Ministry of Industry, Trade and Labor supports Israfood 2010 and will make the utmost effort in order to make sure that this year's exhibition is the largest and most successful yet.

With best wishes for a fruitful event and an enjoyable visit,  
Sincerely,

Sincerely Yours,

  
**Binyamin (Fouad) Ben Eliezer**  
Minister of Industry, Trade and Labor