



Canadian Trade Successes 01-06

A TASTE OF HOME IN HONG KONG

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Key Quotation:

As Mr. Ng sees it, it's more important than ever to target overseas markets. And he's keen to pass that message on to other businesses. Known as a strong supporter of fellow entrepreneurs, Ng says he gets a lot of inquiries from Canadian exporters looking for help moving their product to Asia. "We're not competitors in Canada," he says. "We all work together."

Story details:

Albert Ng got his start in the food industry as a buyer for a major Hong Kong food distributor. But his regular dealings with Canadian suppliers got him thinking about opening a business of his own. In 1995, he relocated to Markham, Ontario where he founded Park Tak International Corporation, an exporter of Canadian food products.

Today, Park Tak represents more than 30 Canadian companies in the Asian market. The company also offers products to Africa, Central America, Europe, and North and South America. But as president of the company, Ng has chosen to focus primarily on the Asian market. This is in part because of Asia's dense population, he explains. But it's also because of his thorough understanding of the market. "People in Asia wanted Canadian food... But the manufacturers weren't experienced in Asia. They set the prices too high, and the packaging and ingredients didn't work for the Asian market," he says.

So Mr. Ng established a line of products that were competitively priced and that met the needs

of the people in his homeland. Park Tak's healthy and diverse products were received with open arms. Because of his work in Hong Kong, Mr. Ng already had many connections with Asian companies. "They fully understood and gave me support. Park Tak had a very successful launch in Asia," he says. From its first year in business, Park Tak has brought in over C\$5 million annually.

Mr. Ng drew on the expertise he had gained during his 10 years in the Asian food market to establish his highly successful business. But in the past few years, he's also turned to Foreign Affairs and International Trade Canada and its Trade Commissioner Service for advice. Starting in 2004, Mr. Ng met with several trade commissioners to gather their insights into the trade market. That knowledge about importing and exporting from Canada, together with his keen understanding of the Asian market, helped him increase his reach in the international market. Today, Park Tak brings in 95 percent of its revenue from foreign sales.

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