



April 2005

New Look for ATS Advantage!

The Agri-Food Trade Service (ATS) provides Canadian food exporters and potential exporters with a variety of export market information in Ontario's ATS Advantage newsletter, distributed bi-monthly. This includes success stories, upcoming national and international trade events and missions, as well as other items of interest to the industry. To access ATS online, visit: www.ats.agr.ca. Contact the Ontario ATS Coordinator by e-mail: atsfaxback@agr.gc.ca, by phone: 519-780-8095, or by fax: 519-837-9782.

Virtual Trade Commissioner

The Virtual Trade Commissioner is a personalized, password-protected Web page containing market information and business leads that match a company's identified international business interests. To receive Virtual Trade Commissioner, Canadian companies simply need to register at www.infoexport.gc.ca. By registering and becoming a client of the Trade Commissioner Service, companies can request services from trade commissioners abroad who are responsible for their industry in various markets of interest, be informed of new information related to their industry and target markets, and make information about their company available to 500 trade commissioners in 140 offices abroad.

InfoHort

InfoHort is an information collection and dissemination system designed to provide the most current data on horticultural commodities across Canada. There is also a large historical database of information which can be used for research or to analyze trends. The objective is to provide all components of the horticultural industry with the necessary intelligence so that they may make informed decisions about their industry. Visit: <http://infohort.agr.gc.ca>.

Are you Export Ready?

Team Canada Inc. (www.exportsource.ca) has created a webpage called the **Export Diagnostic**. This will help to evaluate export readiness and will provide useful feedback on areas for potential improvement. The Diagnostic takes 30 - 60 minutes to complete. It is possible to answer some of the questions, save answers and then return later to complete it. Once the Diagnostic is completed, the user may try changing answers to run "what if" scenarios. Visit: <http://exportdiagnostic.ca/>



Calendar of Events

Cracking the Code: The New Marketing Realities – April 28, 2005, Mississauga, ON
Register by **April 21, 2005!** This is the Food & Consumer Products of Canada (FCPC)'s Consumer Marketing Symposium. The symposium is designed to help Canadian agri-food companies find out what the latest consumer trends are and to gain insightful marketing strategies that will aid in "cracking the consumer code". For information or to register, visit: http://www.fcpc.ca/events/calendar/cms_0428r.html or contact Patti Shard (FCPC) at 416-510-8024 ext. 2236 or pattis@fcpc.ca.

Trade Mission & Annual Joint Conference Turkey (Istanbul & Ankara) – May 8-12, 2005

The Canadian-Turkish Business Council (CTBC) and the Turkish-Canadian Business Council (TCBC) of the Turkish Foreign Economic Relations Board are organizing a Canadian trade mission to its annual joint conference in Istanbul, May 9, 2005. This will bring together business and government leaders from both countries to explore ways to further expand trade and investment. For information or to register, visit: www.ctbc.ca

***8th International Wine & Spirits Trade Fair – May 17-19, 2005
Prague, Czech Republic***

This is the biggest event of its kind in the Czech Republic. The Canadian Embassy will host an information booth and will also organize a Canadian wine tasting. For information, contact Ilona Boldova, Trade Commissioner, Canadian Embassy in the Czech Republic at: ilona.boldova@international.gc.ca or visit: www.vegoprag.cz.

FoodFair & Foodtech 2005 – May 26-28, 2005 Cairo, Egypt

Egypt is emerging as a major opportunity for foreign investors. These two international exhibitions serve both the food & beverage market as well as food technology. For information, contact the Canadian Embassy in Egypt at cairo-td@international.gc.ca or visit: www.agd-exhibitions.net.

Dairy-Deli-Bake 2005 – June 5-7, 2005 Minneapolis, Minnesota

Register by **May 5, 2005** for best value. This is the seminar and expo for the dairy, deli, bakery, and foodservice professional. Retail buyers, merchandisers, brokers, distributors, and manufacturers come from all over the world for this important buying and educational event. For information or to register, visit: <http://www.iddba.org/conf.htm>