



To assist our clients and partners in identifying export opportunities, the Agri-Food Trade Service of Canada is offering the following trade documents. These documents are available at no charge. The following provides short summaries of the documents available, as well as information and a list of upcoming events. **Some hyperlinks require a password and user identification. Registration to gain access is free. You can register on line at: http://www2.agr.gc.ca/password/password/input_e.asp**

REFERENCE LIST

QUEBEC (JUNE 2006)

Asia – Asia-Pacific

1. China – Market Development Report – Shanghai Market Profile 2006 (English only)

Source: Foreign Agricultural Service / USDA, Gain Report. May 2006, 8 p.

Although originally created for a U.S. audience, this report provides valuable business tips and market information for Canadian Agri-Food companies interested in the Chinese market. China's continued economic growth and improved access to imports under the WTO have helped to underscore the importance of this emerging market. At the same time, growth in trade has helped to cement Shanghai's position as the commercial capital of China. Shanghai serves as the gateway to cities throughout the Yangtze River region and deep into the interior.

<http://www.fas.usda.gov/gainfiles/200605/146187803.pdf>

2. India – Exporter Guide 2005 (English only)

Source: Foreign Agricultural Service / USDA, Gain Report. September 2005, 19 p.

Although originally created for a U.S. audience, this report provides valuable business tips and market information for Canadian Agri-Food companies interested in the Indian market. This report provides a market overview, exporter business tips, market structure and trends for retail, service and processing sectors. <http://www.fas.usda.gov/gainfiles/200509/146131036.pdf>

Europe

3. Agri-Food Consumer Profile – Germany (English and French)

Source: Agriculture and Agri-Food Canada, April 2006, 5 p.

Germany is a market of over 82 million consumers driving the 5th largest economy in the world. Germany is the leading market for food and beverages in the European Union, and is also the largest food importer in the world. http://sea.agr.ca/europe/4130_e.htm

4. Spain - Agri-Food Market Assessment Report (English and French)

Source: Agriculture and Agri-Food Canada, October 2005, 52 p.

Spain has developed into an attractive partner, bilaterally and internationally for Canada. There has been a remarkable 44% increase in bilateral trade between Spain and Canada in the last five years, and both countries have seen an increase in their exports between 1998 and 2004 as a result of this partnership. As we look into the future, forecasts show that there will be an increase in demand for "consumer oriented products" that are "easy to prepare" or "ready made", for healthier low fat and calorie reduced options and for many ethnic foods and flavours that cater to the changes occurring in Spain. http://sea.agr.ca/europe/4086_e.htm

Latin America / Caribbean

5. Mexico Export Preparedness Guide – Exporting Agriculture and Agri-Food Product to Mexico (English and French)

Source: Agriculture and Agri-Food Canada, Fleishman-Hillard Canada, March 2006, 135 p.

The Mexico Export Preparedness Guide is designed to provide the Canadian exporter with a solid understanding of the key factors and issues involved in exporting agriculture and agri-food products to Mexico. It is intended to serve as a useful starting point for Canadian exporters interested in exploring the Mexican market. There are eight modules in the guide, each covering specific topics.

http://sea.agr.ca/latin_pw/4138_e.htm

- Country Overview;
- Agri-Food Market Overview;
- Market Entry Strategies;
- Products: Adaptation, Packaging and Promotion;
- Distribution;
- Shipping Samples to Mexico;
- Practical Experiences;
- Key Contacts and Further Information.

6. Agri-Food Country Profile Mexico (English and French)

Source: Agriculture and Agri-Food Canada, May 2006, 19 p.

There is a continual demand in Mexico for bulk agricultural commodities such as grains and oilseeds. Specific sectors in which there may be opportunities are the bulk and intermediate sectors of wheat, canola, barley, pulses, animal feed, oils and milk powder. Other prospective sectors include beef, pork, selected cheeses, food preparations, apples, pet food, frozen French fries, cookies, sauces, salad dressings, breads, cakes and pastry. http://sea.agr.ca/latin/3991_e.htm

7. Agri-Food Sector Profile – Dominican Republic (English and French)

Source: Agriculture and Agri-Food Canada, April 2006, 11 p.

The Dominican Republic represents a market with high potential for Canadian agri-food exporters. Also, the Dominican hotel and restaurant sector receives some 3 million tourists each year, and is therefore a promising market for Canadian products. http://sea.agr.ca/latin_pw/3824_e.htm

8. Agri-Food Past, Present & Future Report – Argentina (English and French)

Source: Agriculture and Agri-Food Canada, March 2006, 11 p.

As purchasing power steadily increases, consumer confidence is expected to grow and prompt increased spending on non essential goods. In this dynamic consumer market, successful products will meet the current demands of consumers and be able to adapt as incomes grow and food preferences evolve. http://sea.agr.ca/latin/4131_e.htm

Canada and United States

9. Overview of the Retail Grocery Market in the Pacific Northwest United States (English and French)

Source: Agriculture and Agri-Food Canada, December 2005, 36 p.

The Pacific Northwest region offers strong export opportunities to Canadian food companies. The Pacific Northwest states form a dynamic and growing market that has an affluent consumer base of just over 11.8 million people; about 4% of the total American population. The majority of growth in the region lies in Washington State where the grocery market is highly competitive between large supermarket chains and independent retailers. This report provides a market overview of the major regions (Alaska, Idaho, Oregon, and Washington), retail sectors (Supermarkets, Convenience stores, Mass merchandisers, Warehouse clubs, and Dollar stores), opportunities for Canadian exporters and a list of contacts. http://sea.agr.ca/us/4133_e.htm

10. Cruise Line Industry – Trends and Opportunities for Canadian Exporters (English and French)

Source: Agriculture and Agri-Food Canada, 2005, 23 p.

This report's objective is to give an overview of the cruise line industry, trends that are shaping it and opportunities for Canadian agri-food suppliers. The report is divided into four sections: Industry; Trends; Opportunities; and Next Steps. Four appendices provide supplementary information from the cruise line purchasers and suppliers' interviews, information from the MHA trade show intelligence exercise, a list of cruise line industry contacts and resources, and a bibliography.
http://sea.agr.ca/us/4120_e.htm

ANNOUNCEMENTS

Export-Check

How well do you really know your potential foreign customer? With Export Check, you can quickly and easily obtain valuable financial and credit information on your U.S. and foreign customer using our online database covering millions of companies. For further information, please visit the EDC (Export Development Canada) website:

<http://www.edc.ca/english/creditinformation.htm>

Import Regulations (Updated – March 2006)

For complete information on the updated import regulations, including import permits, import duties and customs procedures, please visit these websites:

Cuba: <http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=41224>

Mexique : <http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=24197>

IN A NUTSHELL

► The beer and Flavour Fest of Chambly

This great event is aimed at highlighting and discovering the diversity of beers of micro-breweries and home made; justly honored are the richness and the quality of the products of the land where cheese, wine and cider are prepared with love by our own artisans.

Chambly, National historic site Fort Chambly, September 1 – 4, 2006. Information: Tel.: (450) 447-2096 or visit the event internet site: <http://www.bassinenfete.com>

► Fêtes gourmandes de Lanaudière

St-Jacques de Montcalm, Parc Aimé-Piette, August 18, 19 & 20, 2006. Information: Tel.: (450) 839-3671 or visit the event internet site:

http://www.st-jacques.org/municipalite/organisme/fetes_gourmandes.html

► La Foire gourmande de l'Abitibi-Témiscamingue

Témiscamingue, Ville-Marie, August 18, 19 & 20, 2006. Information: Tel.: (819) 622-0199, Fax: (819) 622-0218 or visit the event web site: <http://www.foiregourmande.ca>

TRADE SHOWS AND EVENTS

« 2006 Agri-Food Innovation Forum and 3rd Annual World Congress on Industrial Biotechnology and Bioprocessing »

July 11 – 14, 2006 – Toronto (Ontario)

The 2006 Agri-Food Innovation Forum is being held in conjunction with the 3rd Annual World Congress on Industrial Biotechnology and Bioprocessing. Forum organizers including the Ontario Government are working with BioProducts Canada, BIOTECanada and other Federal Departments to nationalize this event by coordinating the selection of the speakers, publicizing the Forum

Sponsorship Package, organizing Communications and through the selection of up to eight Canadians who will be part of the World Congress Program Committee. The World Congress has become recognized as a very important show for those involved in the industrial application of biotechnology into areas such as biofuels, biochemicals and bioproducts. For further information, please contact Michael Metson by phone: (519) 837-5853, by e-mail: metsonm@agr.gc.ca or Manuela Vella by phone: (613) 759-7736, by e-mail: vellam@agr.gc.ca or visit these web sites: <http://www.agrifoodforum.com> and <http://www.bio.org/worldcongress>

« Alimentec 2006 »

August 16 – 19, 2006 – Bogota (Colombia)

Agriculture and Agri-Food Canada (AAFC) in partnership with Canada Pork International (CPI) and with the Trade Commissioner Service in Bogota, Colombia invite Canadian agri-food exporters to participate in the Canadian pavilion at Alimentec. Alimentec is an international food exhibition of processed foods, consumer-ready products, food services and supplies for institutions, meat processing industry, beverages and liquors, restaurant equipment, refrigeration and frozen foods, storage, catering and delicatessen services, and food technology. The previous edition in 2004 brought together 13,257 professional guest and buyers and 145 exhibitors from several Latin America countries and other Central American countries. Alimentec 2006 is an excellent event for Canadian exporters to explore and develop business opportunities in the Colombia market, as well as a hub for the Andean countries (Venezuela, Ecuador and Peru) and other South American markets. For further information, please contact Juan Carlos Navia, Trade Commissioner in the Commercial Section of the Canadian Embassy in Bogota, Colombia by phone: (011-57-1) 657-9856 or by e-mail: bogota-td@international.gc.ca or visit the event web site: <http://www.alimentec2006.com>

« Food Expo 2006 »

August 17 – 21, 2006 – Hong Kong

Trade representatives in Hong Kong and South China are invited to visit the show which is also opened to the general public as a fun filled food fair. Visitors can enjoy product sampling and purchase new and innovative products. This is a perfect venue to showcase new products to consumers and to prove the products' marketability to trade representatives. For more information, please visit the Web site: www.hkfoodexpo.com. To exhibit in the Canadian pavilion, please contact John Smiley, Agriculture and Agri-Food Canada, by phone: (613) 759-7632, by fax: (613) 759-7506, or by E-mail: smileyj@agr.gc.ca

« BioFach Japan »

September 21 – 23, 2006 – Tokyo (*Japan*)

The organic market in Japan is the third largest in the world and expected to grow rapidly over the next several years. Exhibiting at *BioFach Japan 2006* offers an excellent opportunity to gain exposure to this market, meet face-to-face with prospective buyers and gain exposure for your products. For more information please contact Amit Dutt, International Market Development Officer, Agriculture and Agri-Food Canada, by phone: (613) 759-7523, by fax: (613) 759-7506, or by e-mail: dutta@agr.gc.ca

« Conxemar 2006 »

October 3 – 5, 2006 – Vigo (*Spain*)

As it is commonly known, Conxemar is also the Spanish Association of Wholesalers, Importers, Manufacturers and Exporters of Fish Products and Fish Farming and it is considered an essential contact for those who are interested in joining the Spanish frozen products. This is considered to be among the most important exhibitions in the world in the frozen products sector. The show has gradually adapted itself in order to be able to offer exhibitors and visitors unique conditions for establishing trade contacts for the European market. For further information or to exhibit in the Canadian pavilion please contact: Dianne Guindon, Agriculture and Agri-Food Canada, by phone: (613) 759-7513, fax: (613) 759-7506, or by e-mail: guindond@agr.gc.ca or visit these web sites: http://sea.agr.gc.ca/events/4099_e.htm or <http://www.conxemar.com/english/default.asp>

« Health Ingredient Japan 2006 »

October 4 – 6, 2006 – Tokyo (*Japan*)

If your company plans to expand export marketing efforts into the Japanese market, this is an invitation to exhibit at Health Ingredients Japan. In 2005, approximately 45,000 attendees visited Health Ingredients Japan. 75% of the attendees are representatives from food manufacturers (42.7%), health and nutrition foods (23.7%), and pharmaceuticals/food additives (10.9%). Agriculture and Agri-food Canada has reserved 72 sq m of space (8 booths x 9 sq m) at Health Ingredients Japan. The Canadian Pavilion consists of an Agriculture and Agri-Food Canada information booth and a lounge. To reserve a booth or for more information, please contact the show organizers by phone: (516) 562- 7855 or (516) 562-7080, by fax: (516) 562-7854, by e-mail: cwun@cmp.com or tung@cmp.com or visit the following web site: www.hijapan.info , or contact Mrs Anne Woo, Agriculture and Agri-Food Canada, by phone: (613) 759-7857, fax: (613) 759-7480, or by e-mail: wooa@agr.gc.ca

« Natural Products Expo-East »

October 5 – 7, 2006 – Baltimore (*Maryland*)

Natural Products Expo is where the Natural Products community meets. What community means in today's business world is building relationships with customers, suppliers and business partners. At last years Expo more than 20,000 industry members and retail buyers attended the trade show. Attendees came from 72 countries, which navigated more than 1,700 exhibits, representing over 1,100 companies. For further information please contact Cynthia Stevenson, Canadian Embassy, Washington, D.C., by phone: (202) 682-7765, by fax: (202) 682-7619, e-mail: cynthia.stevenson@international.gc.ca or visit the following web site: <http://www.expoeast.com>

« International West Coast Seafood Show »

October 15 – 16, 2006 – Los Angeles (*California*)

Every year, the top seafood companies in the country gather for the International West Coast Seafood Show. Thousands of foodservice and retail food buyers west of the Mississippi attend every year in search of new seafood products and suppliers. Last year's event was very busy and boasted close to 300 exhibiting companies. The WCSS is the number one venue to meet buyers from west of the Mississippi, western Canada, Latin America, Hawaii, and the Pacific Rim. For additional information please contact Mr. Carl W. Light, Business Development Officer, Consulate General of Canada in Los Angeles, USA, by phone: (213) 346-2763, by fax: (213) 346-2767, by e-mail: carl.light@international.gc.ca, or visit the Web site of the event: <http://www.westcoastseafood.com>

« HostEx 2006 »

October 15 – 17, 2006 – Toronto (*Ontario*)

HostEx 2006 is an extraordinary opportunity to reach Canada's massive \$42-billion foodservice industry. The show's size and national perspective make it an ideal environment to meet key decision-makers from full-service establishments to quick-service restaurants, and chief executive officers to hoteliers. For further information you can visit the following web site: <http://www.crfa.ca> or e-mail: info@crfa.ca.

« SIAL Paris »

October 22 – 26, 2006 – Paris (*France*)

Every two years, SIAL showcases the entire global food offering, promoting the energy and vitality of the food industry in France and internationally, in an environment that is both friendly and conducive to doing business. SIAL is a unique chance to meet more than 135,000 decision-makers from all over the world whose main reason for coming is to source new suppliers and products. With its finger on the pulse of consumer trends worldwide, SIAL is attuned to the major challenges facing the market, with special areas like the Nutrition Village, for example, providing an incomparable springboard for your innovative new products. Whatever your activity, regardless of who your customers are, where you come from and the size of your company, your place is at SIAL. Read on to find out about the many opportunities it offers you to give your business a boost. For further information or to exhibit in the Canadian pavilion, please contact Sylvain Wilson Agriculture and Agri-Food Canada, by phone: (613) 759-7726, by fax: (613) 759-7506, or by e-mail: swilson@agr.gc.ca. or Karine Champagne, Agri-Food Export Group, 450-461-6266, or 1-800-563-

9767, by fax: 450-461-6255, by email: karinechampagne@groupeexport.ca or visit the following Web site: www.sial.fr.

« Grocery Innovations Canada »

October 23 – 24, 2006 – Toronto (*Ontario*)

The 7th edition of Grocery Innovations Canada 2006 (GIC) is recognized as a critical business booster for the grocery industry. With over 500 exhibits comprised of grocery products from national brand, imported and Canadian food processors as well as the newest store equipment and services, GIC is a microcosm of supermarket trends. The event is considered a must-attend by key industry players and attracts more than 6,000 industry attendees. GIC 2006 is produced in partnership by Canadian Federation of Independent Grocers (CFIG); with the Food and Consumer Products of Canada (FCPC); the Canadian Association of Sales and Marketing Agencies (CASMA), and GS1 Canada with support from Agriculture and Agri-Food Canada, Canadian Grocer and Canadian Professional Sales Association. The organizations represent the strength, innovations and leadership behind Canada's \$70.1 billion grocery industry. For further information, please contact Kimberley Leach of the Canadian Federation of Independent Grocers by phone: 1-800-387-0175 ext. 224, by e-mail: info@cfg.ca or visit the following web site: <http://www.cfg.ca>

« Health Ingredient Europe 2006 »

November 14 – 16, 2006 – Frankfurt (*Germany*)

HIE is one of the major trade shows in the world for health and bio-active ingredients with over 450 companies exhibiting. Agriculture and Agri-Food Canada is organizing a Canadian Pavilion at this event. For more information on this show, including the location of the Canadian Pavilion in the floor plan, please consult the web site of the event: <http://www.fi-events.com> If you are interested in exhibiting at HIE, please contact the show organizer Mike Brennan by phone: (570) 945-3207, (851) 715-0509 – mobile, by e-mail: brennan@cmpinformation.com, or Mike Price, Agriculture and Agri-Food Canada, by phone: (613) 759-7509, by fax: (613) 759-7480, or by e-mail: pricewm@agr.gc.ca

« Foodapest 2006 »

November 23 – 26, 2006 – Budapest (*Hungary*)

This is an opportunity to expand your markets, launch new products, meet new buyers and showcase your products to the Central European marketplace. Join the Canadian pavilion in Central and Eastern Europe's leading food industry event. Foodapest is the ideal 3-day forum to meet and establish direct contact with the region's leading buyers and decision makers of the food, drink and food processing industry. For further information, please contact Nadine Sidarous-Côté, Agriculture and Agri-Food Canada, by phone: (613) 759-7721, by fax: (613) 759-1667, or by e-mail: sidarouscote@agr.gc.ca

« Food & Hotel China (FHC) 2006 »

November 30 – December 2, 2006 – Shanghai (*China*)

FHC is one of the most definitive food and hospitality industry events in China attracting companies from around the world in the food, drink and hospitality industries. FHC 2006 will feature four co-located shows: FHC Food and Drink, FHC Retail and Hospitality Equipment, FHC China Export, and FHC Special Showcases. For further information, please contact Blair Gowan, Agriculture and Agri-Food Canada, by phone: (613) 759-7524 by e-mail: gowanb@agr.gc.ca or visit these Web sites: http://sea.agr.gc.ca/events/4129_e.htm or <http://www.fhcchina.com>

NOTE: Small and medium-sized Canadian companies may be eligible for financial assistance under the underlined Program for Export Market Development (PEMD). For more information about the Program, you may visit the following web site: <http://www.dfait-maeci.gc.ca/pemd/menu-en.asp> *Companies in Quebec should contact Economic Development Canada to receive information on the program; please call (514) 283-6328 or visit the following site to locate the regional office nearest you: <http://www.dec-ced.gc.ca/asp/APropos/bureauxaffaires.asp>

Interested Quebec companies may also find an additional support from the Agri-Food Export Group Québec-Canada. You may want to visit their web site at <http://www.groupeexport.ca> or contact them by phone at 418-861-8577

On the form below, please indicate the documents that you wish to receive, and we will forward them to you by mail. Please return this sheet by fax at (514) 496-3966.

- 1. China – Market Development Report – Shanghai Market Profile 2006
- 2. India – Exporter Guide 2005
- 3. Agri-Food Consumer Profile – Germany
- 4. Spain - Agri-Food Market Assessment Report
- 5. Mexico Export Preparedness Guide – Exporting Agriculture and Agri-Food Product to Mexico
- 6. Agri-Food Country Profile Mexico
- 7. Agri-Food Sector Profile – Dominican Republic
- 8. Agri-Food Past, Present & Future Report – Argentina
- 9. Overview of the Retail Grocery Market in the Pacific Northwest United States
- 10. Cruise Line Industry – Trends and Opportunities for Canadian Exporters

Name : _____ **Company :** _____

Address : _____

I would like to receive the next ATS bulletin by electronic mail and my address is:

PLEASE ADVISE US IF YOU HAVE CHANGED ADDRESS OR E-MAIL LATELY.

COMPANY: _____

NEW ADDRESS: _____

NEW E-MAIL: _____