ATS Bulletin / Bulletin SEA Agri-Food Trade Service d'exportation agroalimentaire

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 (SEPTEMBER 2006)

Asia – Asia-Pacific

1. The Bottled Water Market in China (English and French)

Source: International Trade Canada, Trade Commissioner Service, August 2006, 17 p. China is the world's third-largest consumer of bottled water, with sales expected to surpass 15 billion litres by 2008, exceeding a value of \$4.9 billion. This report provides a market overview, opportunities for Canadian exporters, key players, customers, market-entry considerations and a list of contacts. http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=67371

2. The Organic Food Market in China (English and French)

Source: Agriculture and Agri-Food Canada, August 2006, 22 p.
Although the domestic market for organic products is small, mainly due to high-prices, it is growing rapidly. Concerns for food safety and increasing purchasing power in China are expected to drive growth in the organic food market. This report provides a market overview, opportunities for Canadian exporters, key players, customers, market-entry considerations and a list of contacts. http://sea.agr.ca/asia_pw/4201_e.htm

3. Agri-Food Sector Profile – The Kansai Region of Japan (English and French)

Source: International Trade Canada, Trade Commissioner Service, August 2006, 8 p.

Opportunities in the Kansai exist in limitless areas, particularly in processed foods, natural and health-food products, dietary supplements, functional foods, nutraceuticals, cereal-based products, and non-alcoholic and alcoholic beverages. Japan's significant dependency on agri-food imports represents enormous opportunities for competitive Canadian food exporters with good marketing strategies and sound follow-up customer service.

http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=67404

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

Source: Agriculture and Agri-Food Canada, July 2006, 12 p.

There are significant opportunities for Canadian exporters as the Japanese economy recovers and Japanese consumers adopt a more Westernized diet. Best prospects for Canadian agri-food exporters include healthful and ready to eat food products. Some additional products that may have good growth potential in the Japanese market include: berries, especially blueberries and lesser-known cranberries and saskatoon berries, bottled water, cereals, frozen foods, home meal replacements, icewine, natural cheese, organic products and pet food. http://sea.agr.ca/asia/4202 e.htm

5. Singapore Retail Market Update Report (English and French)

Source: Agriculture and Agri-Food Canada, May 2006, 18 p.



Singapore has a modern food retailing industry that continues to consolidate around chains of large format stores and convenience stores. These stores now have control of over 80% of food and drink sales today. http://sea.agr.ca/asean_pw/4178_e.htm

6. Southeast Asia - Characteristics of the Market for Food Ingredients (English and French)

Source: Agriculture and Agri-Food Canada

These reports have been prepared as a "first view" introduction to Canadian exporters of food ingredients.

► Food Ingredients - Singapore, April 2006, 9 p.

http://sea.agr.ca/asean_pw/4169_e.htm

► Food Ingredients - Thailand, April 2006, 12 p.

http://sea.agr.ca/asean_pw/4164_e.htm

► Food Ingredients – Indonesia, May 2006, 11 p.

http://sea.agr.ca/asean_pw/4166_e.htm

► Food Ingredients - Malaysia, April 2006, 10 p.

http://sea.agr.ca/asean_pw/4168_e.htm

Europe

7. Romania – Market Studies (English and French)

Source: International Trade Canada, Trade Commissioner Service.

With a population of 21.7 million people and a business community comprising over 400 000 active companies, Romania is the second-largest market (after Poland) in Central and Southeastern Europe. With its strategic location at the crossroads of traditional trade routes, with free access to liberalization underway in all economic sectors, and a liberalized foreign trade regime, Romania can be considered a potential gateway to 240 million additional consumers within a 1000-km radius. As Romania prepares for its EU accession in 2007, opportunities may exist for Canadian companies.

► The Agri-Food Market, July 2006, 51 p.

http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=66765

► The fish and Seafood Market, July 2006, 40 p.

http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=66766

Agri-Food – Past, Present & Future Report - Germany (English and French)

Source: Agriculture and Agri-Food Canada, July 2006, 13 p.

Germany is considered a "mature market" because of its advanced development. Therefore, exporters are encouraged to seek out established importers with unique and originally labeled products, as these products have the most success in the consumer market. Goods such as maple syrup products, pet foods, fruit and vegetable juice, fruit and edible nuts as well as organic products, among others will have the most appeal to German importers and consumers. http://sea.agr.ca/europe/4186 e.htm

Agri-Food – Past, Present & Future Report - Italia (English and French)

Source: Agriculture and Agri-Food Canada, June 2006, 13 p.

Prepared food imports are becoming increasingly popular in Italy. This is quite apparent in trade statistics for the past five years. In 2004, 2005 and the first months of 2006, food preparations were among the top five exports from Canada. http://sea.agr.ca/europe/4163_e.htm

Latin America / Caribbean

10. Brazil In-depth Trade – Yearly Trends (English and French)

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

This report encompasses two major components: Canadian Performance in Brazil and a Competitor Analysis. The first segment covers Canada's exports to Brazil and measuring the diversification as well as the structure of the agri-food and seafood products exported. Competitor analysis includes a look at the supplier market shares for Brazil's main agri-food and seafood imports of which Canada is an exporter. It includes Canada's major competitors in the Brazilian agri-food market. http://sea.agr.ca/latin/4139 e.htm



11. Packaged Food Sales in Brazil (English and French)

Source: Agriculture and Agri-Food Canada, Updated on June 2006, 14 p.

This report is designed to highlight opportunities in the Brazilian packaged food market. It measures total market worth, offers a summary of trends that effect packaged food sales, and niche market presence in health foods. The report describes the main growth areas, the main players in the market at the company level, their brands, as well as what portion of the market they hold. http://sea.agr.ca/latin/4147_e.htm

Canada and United States

12. Global Export Forecast – July 2006 Update (English and French)

Source: Export Development Canada, 12 p.

This article published by Export Development Canada, provides an updated of the March 2006 export forecasts. It includes information for several sectors including agricultural machinery, agrifood and consumer goods. http://www.edc.ca/english/docs/GEF exportupdate e.pdf The full report "Global Export Forecast – Spring 2006" (138 p.) is available in pdf format:

http://www.edc.ca/english/docs/GEF_e.pdf or directly on EDC web site:

http://www.edc.ca/english/docs/ereports/gef/country_information_EFindex.htm

IN A NUTSHELL

► Faites affaires aux États-Unis – Comment décrypter l'information économique et concurrentielle aux États-Unis. Ce séminaire s'adresse aux entreprises exportant aux États-Unis ou désirant s'y préparer. Apprenez dans ce séminaire à repérer rapidement l'information nécessaire à vos décisions d'affaires. (Seminar in French only)

Quebec, October 20th, 2006. Information: Martine Lessard, tel.: 418-681-9700 ext. 225, e-mail: martine.lessard@pole-qca.ca or visit the event web site: http://www.pole-qca.ca/html/english/pole informe/calendrier details.php?act id=948

► Montreal International Symposium - Probiotics and Health: Towards Evidence-Based Health Effects. This symposium is aimed mainly at offering participants from the nutrition, medicine, health, agri-food, research and academic sectors a forum dedicated to recent scientific advances in the use of probiotics in nutrition, health and technology.

Montreal, October 26th - 27th, 2006. Information: Eveline Cournoyer, tel.: 450-773-1105, e-mail: cournoyere@agr.gc.ca or visit the event web site: http://www.probiomtl.org/

▶ Séminaire sur les meilleures pratiques en développement de produits

Offert à des groupes d'industriels provenant de diverses entreprises, ce séminaire permet aux gestionnaires de réaliser que la problématique de l'innovation dans leur domaine est la même partout, peu importe leur secteur d'activité, tout en leur donnant l'occasion d'échanger avec leurs homologues d'autres secteurs. (Seminar in French only)

Quebec, November 2nd, 2006. Information: Marie-Josée Chouinard, tel.: 418-681-9700 ext. 222, email: marie-josee.chouinard@pole-qca.ca or visit the event web site: http://www.pole-qca.ca/html/francais/pole informe/calendrier liste.php?d=2006-11-2

Useful tools from Exportation Development Canada (EDC)

▶ New Foreign Exchange Facility Guarantee from EDC

EDC's Foreign Exchange Facility Guarantee (FXG) helps free up working capital for Canadian companies that purchase forward contracts from their financial institutions, enabling them to lock in the exchange rates as protection against foreign currency fluctuations. For further information, please visit the following web site: http://www.edc.ca/english/bonding_foreign_exchange.htm

► ExportAble

Export Development Canada (EDC) has developed the ExportAble tool to assist companies in the process of becoming export-ready. Fore more information or to access this toll, please visit the following web site: https://www.edc.ca/edcsecure/exportable/intro.asp?lang=e



Macro-Rueda:

<u>A Venezuela – Canada Business Forum</u> (Margarita Island, Venezuela, October 16 to 18, 2006)

Margarita Island will provide the setting for the first-ever Macro-Rueda: A Venezuela-Canada Business Forum – an initiative organized by the Government of Venezuela to promote trade and investment between our two countries. The Macro-Rueda will be an ideal platform for Canadian exporters looking to establish or strengthen their presence in this growing market, which is Canada's second largest export destination in Central and South America. The program will allow companies to schedule one-on-one meeting with potential partners, exchange export and import orders, network, exhibit their products and services, and explore joint ventures, technology transfer, and investment opportunities.

If you are an export-ready company and have a business interest in the Venezuelan market, please contact: Claudio Ramirez, Canadian Embassy Venezuela by e-mail: crcas-td@international.gc.ca or Evélia Manac'h by phone: 613-995-9293, fax: 613-995-8669 or by e-mail: evelia.manach@international.gc.ca

TRADE SHOWS AND EVENTS

« 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. Discover on the site 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@groupexport.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 brands, 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 the 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@cfig.ca or visit the following web site: http://www.cfig.ca

« Havana International Fair 2006 »

October 30th to November 4th, 2006 - Havana (Cuba)

Participate in the Canadian Pavilion at the 24rd FIHAV for your opportunity to penetrate the multimillion-dollar Cuban market, expand your markets, launch new products and meet foreign buyers and suppliers. FIHAV 2005 featured more than 1,237 exhibitors from 42 countries and



attracted approximately 100,000 visitors, including high ranking officials and decision makers from the Cuban government, senior representatives from Alimport (central buying agency for agriculture and food products in Cuba), as well as retailers, restaurateurs, brokers, wholesalers, importers and other distributors of foods products. For more information please contact Andrée Vachon, AAFC, by phone: 514-283-3815 ext. 532, by fax. 514-496-3966 or by email: vachona@agr.gc.ca or visit our web site at: http://sea.agr.ca/events/4177 e.htm

« Private Label Manufacturers Association (PLMA) 2006»

November 12 – 14, 2006 – Chicago (Illinois)

The 2006 PLMA Show is organized by the New York-based PLMA which remains the premiere annual exposition for private-label grocery products trade in North America. The show normally features more than 2,300 exhibit booths, covering both food and non-food products and attendees include executives from the leading supermarket and drug store chains, mass merchandisers, warehouse clubs and convenience stores. For further information, please visit Agriculture and Agri-Food Canada web site: http://sea.agr.ca/events/4127_e.htm or contact Karine Champagne, Agri-Food Export Group, 450-461-6266, or 1-800-563-9767, by fax: 450-461-6255, by email: karinechampagne@groupexport.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 on 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

« Symposium on Business Culture» Central and Eastern European

November 21, 2006 – Regina (Saskatchewan)

In 2005 alone, Poland, Czech Republic, Slovakia, Hungary, Romania, Ukraine and Russia imported CDN \$44.8 billion in agriculture and agri-food products. If you are interested in more information on the lucrative Central and Eastern European Markets and their cultures as well as the opportunities for Canadian companies in these countries, this symposium is for you. Agriculture and Agri-Food Canada (AAFC) and its partners are proud to invite you to attend an outreach session as well as other key activities. This event will feature a speaker from the Canadian Management Center, a partner of Harvard Business School Publishing, who will share her market strategy expertise with participants. For more information, please contact: Nadine Sidarous-Côté, Agriculture and Agri-Food Canada, by phone: 613-759-7721, by fax: 613-759-7506 or by e-mail: sidarouscote@agr.gc.ca or visit the event web site: http://www.agribition.com/

« 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 colocated 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.ca/events/4129 e.htm or http://www.fhcchina.com

« Winter Fancy Food Show (WFFS) »

January 21 -23, 2007 – San Francisco (California)

The 2007 WFFS is one of the most important annual expositions and attracts from 19,000 to 32,000 attendees. These attendees come to see more than a thousand exhibitors from around the world, presenting more than 100,000 specialty foods to discover and sample. The show is expected to feature more than 900 American exhibitors and 400 foreign exhibitors, and to attract 25,000 qualified buyers from over 87 countries. The show draws senior representatives from virtually every segment of the retail and foodservice industries. Other important features of the show are its many workshops and seminars on new products, trends, distribution and marketing, which will be offered in the days leading up to the main event. Join the Canadian Pavilion at the Winter Fancy Food Show. For more information, please contact Joseph Cogné, AAFC, by phone: 514-283-3815 ext. 562, by fax. 514-496-3966 or by email: cognej@agr.gc.ca or visit our web site at: http://www.ats.agr.gc.ca/events/4213 e.htm

« BioFach 2007»

February 15 -18, 2007 – Nuremberg (Germany)

With over 2,100 exhibitors and 37,000 international trade visitors from 116 countries, BioFach Germany has become the world's largest trade fair for organic and natural products. Strict admissions criteria ensure very high standards in product quality. Agriculture and Agri-Food Canada (AAFC) and the Canadian Consulate in Dusseldorf are organizing the Canadian presence. For further information, please contact Brian Bonner, Events Planner, AAC, by phone: 613-759-7642, fax: 613-694-2449 by e-mail: bonnerb@agr.gc.ca or visit this web site: http://www.ats.agr.gc.ca/biofach

« Foodex Japan 2007»

March 13 -16, 2007 - Tokyo (Japan)

Showcase your products to thousands of new and existing buyers from the entire Asian marketplace. With over 95,000 trade professionals expected to attend, Foodex Japan is the largest food and beverage trade show in Asia Pacific. This international trade show features over 2,200 exhibitors from more than 70 countries. Canada's newly designed pavilion at this year's show is once again being managed by Agriculture and Agri-Food Canada (AAFC). For further information, please contact Alice Brisson, Events Planner, AAFC, by phone: 613-759-7734, fax: 613-694-2449, by e-mail: brissona@agr.gc.ca or visit this web site: http://sea.agr.ca/events/4030 e.htm

« European Seafood Exposition 2007»

April 24 -26, 2007 – Brussels (Belgium)

The show is organized by Diversified Communication (organizers of the Boston Seafood Show and the West Coast Seafood Show). ESE is now the largest seafood show in the world. Every year, more than 92% of the European Seafood Exposition's (ESE) exhibitors return-confirming ESE as the most powerful sales and positioning tool available to the industry. ESE normally features more than 1,400 exhibitors and attracts visitors from over 100 countries, including the decision-makers and purchasers who dominate the seafood industry in Europe and around the world: importers, exporters, and wholesalers; institutional, military, and chain buyers; value-added processors and more. You are invited to join the Canadian pavilion at the ESE. For more information please contact Joseph Cogné, AAFC, by phone: 514-283-3815 ext. 562, by fax. 514-496-3966 or by email: cognei@agr.qc.ca or visit our web site at: http://sea.agr.ca/events/3949_e.htm

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.groupexport.ca or contact them by phone at 418-861-8577



them to you by mail. Please return this sheet by fax at (514) 496-3966. 1. The Bottled Water Market in China 2. The Organic Food Market in China 3. Agri-Food Sector Profile - The Kansai Region of Japan 4. Agri-Food – Past, Present & Future Report - Japan П 5. Singapore Retail Market Update Report 6. Southeast Asia - Characteristics of the Market for Food Ingredients □ Food Ingredients – Singapore □ Food Ingredients – Thailand □ Food Ingredients – Indonesia, □ Food Ingredients – Malaysia, 7. Romania – Market Studies □ The Agri-Food Market □ The fish and Seafood Market 8. Agri-Food - Past, Present & Future Report - Germany 9. Agri-Food – Past, Present & Future Report – Italia 10. Brazil In-depth Trade - Yearly Trends 11. Packaged Food Sales in Brazil 12. Global Export Forecast – July 2006 Update Name : _____ Company : _____ Address:

On the form below, please indicate the documents that you wish to receive, and we will forward



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