



SHANGHAI AGRICULTURE AND AGRI-FOOD MARKET BULLETIN

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The Shanghai Canadian Consulate produces a bi-monthly French/English Agriculture and Agri-food market bulletin. The bulletin provides Canadian exporters with timely market information and opportunities in the Yangzi Delta region.

La version française est disponible sur demande.



Canada Trade Mission to Visit China

The Honourable James Peterson, Minister for International Trade, accompanied by a large business mission, will visit China 18-25 January 2005. Mr. Peterson and the business delegation shall commence their visit in Shanghai with a substantial business program concentrated on Wednesday, 19 January. The mission will include a number of seminars and networking events highlighting the growing opportunities in the Chinese market and targeting the participants of valuable local contacts.

China is Canada's second-largest trading partner after the USA. It offers tremendous commercial potential for Canadian companies in sectors including agri-food and biotechnology.

Canadian companies, including their Shanghai and East China subsidiaries, are encouraged to participate in this business mission. To learn more about the mission and/or to register, you may visit the "join the Mission" page at <http://www.teamcanada.gc.ca/china2005> or the "News" page at the Canadian Consulate General's website: <http://www.shanghai.gc.ca/welcome>

A Business Program Planned in Shanghai

On the evening of January 18th, after a Welcome Reception, Canadian companies will be taken on an organized tour of the Shanghai Live Seafood & Fishery Market, one of the largest live seafood markets in China. On the morning of January 19th, the Canadian Consulates General in Shanghai will organize focused business sector

seminars at the Grand Hyatt Hotel in Pudong, including a Seafood and Food Seminar and a Biotech Seminar. In addition, two business networking events (luncheon and dinner) will be arranged for the same day. Canadian companies will have the added opportunity of time to meet with Chinese companies at these two events. Mr. James Peterson, Minister for International Trade will attend, providing companies with an excellent opportunity to enhance their profile in the Chinese market through media exposure brought in by the Minister's presence; all of this under the government umbrella!

A number of plenary sessions and other seminars of broader topics, including "Business Dispute Settlement" and topics on HR issues and the business environment in East China, are also planned.

The Shanghai program will provide Canadian agfood companies, especially seafood and fish exporters an excellent opportunity to present their products up on stage to a targeted Chinese audience of key contacts, buyers of seafood/fish products, and key government representatives in Shanghai and the East China region.

RECENT BUSINESS DEVELOPMENT EVENTS

The Canadian Icewine Video Seminar in Shanghai



On December 9, AAFC and the Canadian wine industry conducted a video seminar at the Canadian Consulate General in Shanghai for 22 professional

audiences, to promote the VQA and Canadian icewine. The audiences are from the local media,

wine trading firms, wine retailer outlets and from the local government regulatory agencies. The seminar had two presentations and one tasting session. Eight brands of icewine were displayed and tasted with instructions from the experts in Canada via video conferencing.

A Chinese language DVD "Wine in Canada" was played during the videoconference, and was very well received by the Chinese audiences. The audiences also welcomed the handout icewine information, prepared by the industry in Canada.

The Canadian Seafood Menu Promotion

Since the opening ceremony on November 15 the Canadian Seafood Menu Promotion at PaciCan, a Canadian-owned restaurant in Shanghai reported that they had been in very good business. The promotion features Canadian live seafood such as lobster, geoduck, oyster, crab and fish head. Canadian wines were also promoted. The promotion is scheduled to end on December 24, but the restaurant will retain most of the seafood ingredients on its menu.

Canadian seafood is very popular in the Shanghai and East China market. Live seafood from Canada enjoys an excellent reputation for being tasty, nutritious and more importantly clean. The restaurant menu promotion is a very good way to promote Canadian seafood and fishery products. Mr. Gu Wentao, Executive Chef of the Shanghai PaciCan Restaurant will be one of the speakers for the upcoming January 19 Seafood Seminar.

A New Canadian Oyster Bar Opened

Located in the Gubei, an area concentrated with foreign expatriates in West Shanghai, the newly opened Canadian "Oyster Bar House" enjoys good business and crowded customers everyday. The restaurant particularly features fresh and chilled Canadian oyster, and other seafood ingredients from Canada.

Mr. Zhu Yongqun, Deputy General Manager of Atlantic Aquatic Co., who is also the owner of the "Oyster Bar House", has been importing live seafood from Canada for 10 years. He is using the "Oyster Bar House" to introduce new products to the Shanghai and East China market.

"I can see more clearly in my own restaurant how the consumers like the new seafood products from Canada, or their comments on the cooking method, to make the high-quality

Canadian seafood be better adapt to the Chinese cuisine culture." said Mr. Zhu.

The Canadian Seafood/Wine Evening

The Canadian Consulate General organized a seafood/wine promotion on December 17. We received strong support and co-operation from the participating companies:

- Atlantic Aquatic Co., Ltd.
- Pan Fish (SHA) Co., Ltd.
- Taku River Tlingit First Nation

Five Canadian seafood and fish products were promoted in the event through tasting, display, and cooking and verbal introduction. Mission Hill wines were promoted. It was an excellent opportunity to promote high-quality Canadian seafood and wine to the local business community and the 120+ senior import decision makers. As per the anticipated results, Canada and Canadian agfood capabilities were well promoted; awareness of targeted seafood and wine products and VQA was increased; and new business contacts were added to the Shanghai agfood key contact database.

IMPORTANT NOTICE

We will update our contact information in December to print the 2005 Directory of Canadian Suppliers of Food Products. We have 28 companies in the 2004 Directory. If you recently established contacts in Shanghai and the East China region that you wish to add to our 2005 Directory, please inform us by December 10. The criteria are that your suggested contacts should import food products from Canada on regular basis (not just once or twice a year).

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We also produce a monthly Chinese language market bulletin highlighting Canadian products, technologies and potential business leads from Canadian companies. For information on submitting a business lead or for distribution, please contact Ms. Dora Wang at: dora.wang@international.gc.ca