



## MARKET INFORMATION – TAIWAN AND HONG KONG

### Trip Summary: Alberta Pet Food Mission to Taiwan and Hong Kong July 14 to 29, 2008

Prepared by Rachel Luo and Grant Winton, Agriculture and Food Branch, IIR

#### Participants:

- Rachel Luo, Acting Trade Director, International and Intergovernmental Relations
- Grant Winton, Trade Development Officer, International and Intergovernmental Relations
- Leona Reynolds-Zayak, Industry Development Officer, Agriculture and Rural Development
- Alberta company
- Two Alberta company sales representatives based in Asia

#### Objective of the trip:

The objective of this trip was to raise awareness of the Alberta pet food industry in the target markets; assist Alberta companies and their Chinese agents to build distribution networks; enhance current business relationship and expand exports for the companies that are currently selling in those markets; facilitate the matchmaking and seek potential partnering for the company that is new to the markets.

#### Program/Events Description:

The program for this mission included the following activities:

- Assisted two Alberta companies exhibit in the 4-day AquaPets 2008 Taipei show and gathered market information, observed market trends and opportunities.
- Held a seminar in Taipei: Happier Pet Elements-Canadian Natural & Healthy Pet Food Seminar.
- Arranged and completed four pet store and clinic visits in Taiwan and four pet store visits in Hong Kong.
- Facilitated four matchmaking meetings with local industry and one government meeting in Taiwan, and five matchmaking meetings with local industry in Hong Kong.
- Accompanied one Alberta company walk the 3rd International Pet Food and Accessory Expo and another Alberta company's Asian agent exhibit in this show in Hong Kong.

#### Market Intelligence:

AquaPets Trade Show Review (Taiwan):

AquaPets was an exciting, dynamic event that was constantly crowded with both humans and pets. The name of the show would seem to indicate an emphasis on fish, but this was not the case – aquatic pets made up only about 10 % of the

floor space of the show, with the rest being dedicated to dry-land pets, primarily dogs and cats.

The show was dominated by a few large booths, such as Hill's, Royal Canin, and Petio. These companies went all out on their booth design, building semi-permanent structures up to 15metres by 15metres in size, built on site and fully painted, even with separate rooms inside. The booths were crowded with staff; in one 9m x 12m booth I counted 20 sales reps, and the staff even did morning warm-up exercises and company cheers. Many of the booths included stage areas to host mini-rallies in which the crowd of show attendees was asked to shout the company or product name in exchange for free samples, and products were thrown out. Also employed by the booths were costumed mascots who toured the show directing people to their booth, and students who stood at aisle intersections holding signs with arrows simply pointing the way to their booth.

The pet food manufacturers had the largest booths, and were making large cash sales of their wares throughout the duration of the show. Many interesting and novel products were on display in smaller booths, often directly by the manufacturer or by an independent distributor of the product (as opposed to a retailer who had set up a mini-store at the show). For example, an Australian company manufacturer was selling mini-lawns about one square metre for dogs to "do their business" on, which self-drain so that the surface remains dry and odor-free. These are aimed at the pets of apartment dwellers, which are left at home alone all day. Also present was a pet photographer, who had constant line-ups of folk waiting to be photographed with their pet throughout the duration of the show. Pet insurance and pet scrapbooking supplies were also on sale.

Some of the bigger booths were occupied by the following companies:

- Hills Science Diet
- Royal Canin
- Petio (who sub-distribute Orijen, a Champion brand, in addition to many other products)
- Mobby
- Nutra Gold
- Nutro
- Scoops Away
- Aristo Pet
- Pfizer
- Oven Ready (from Quebec)
- Natural Balance
- Hartz
- Purina
- ProPure (Canadian)
- PurePet (from New Zealand)
- Timber Wolf
- Koytee/ProPac
- Fuso Pets
- Holistic Solutions
- Ist Choice
- Pet Life
- Sergeants
- Bayer
- Optima

The Alberta Taiwan Office purchased booth space at the show, primarily to sell an Alberta company's products but also to showcase potential new Alberta company products in the market to distributors attending the show. Other Alberta areas of interest were displayed as well, including tourism, education, and foreign labour recruitment. The booth was manned primarily by Angie Tsai, of the Alberta Taiwan Office, and with the assistance of the mission participants from Alberta as language abilities allowed. Company A's Taiwan sales office supplied sales staff to the booth to promote and sell their products.



BSE is still a primary concern to Taiwan, Although Taiwan is open to Canadian UTM beef, but the pet foods with any beef ingredients from Canada are not allowed to get into the market. The plant must undergo inspection by the Taiwan Bureau of Animal and Plant Health to ensure that it meets Taiwan standards if their products include other meat ingredients (except fish). Such an inspection would occur from

a few months to years of it being requested, and the inspected company would need to cover any travel costs for the inspectors. So far, there are four companies from Canada have passed plant inspection and one of them in Alberta.

Pet Food products entirely based on fish are not subject to these rules, so long as they are processed in a plant that does not also process meat. If meat is used in the plant, then the above rules apply.

For more information on this mission, please contact: Rachel Luo at: [Rachel.luo@gov.ab.ca](mailto:Rachel.luo@gov.ab.ca) or by telephone at 780-422-7102.

