



## Alberta companies generate leads at Foodex Japan

Six Alberta companies participated in a recent trade mission to the Foodex Japan trade show in Tokyo, Japan, with one continuing on for an extension program in Seoul, South Korea. Representatives from Siwin Foods, Sunterra, Sunora Foods, the Earth Group, Wolfe's Natural Bee Products and Progressive Foods participated in the mission from March 4-13, 2018.

The visit to Japan included both exhibition and walking program options, with exhibitors showcased within the Canadian pavilion at Foodex. This year's pavilion was the largest yet, with approximately 50 companies engaging with key Japanese buyers and influencers. Additional Alberta programming included optional store tours of local retailers as well as an extension to Korea for targeted business-to-business matchmaking.

"Alberta suppliers are more interested in the Japanese market following the recent signing of the Comprehensive and Progressive Trans-Pacific Partnership Agreement," says Katie Meredith, Trade and Relations Officer with Agriculture and Forestry (AF). "The mission was a great way for Alberta companies to connect with key stakeholders in Japan and participants are reporting that they expect to generate significant new sales as a result of the mission."



*Alberta representation at Foodex*

The mission to Foodex was organized by AF and the Alberta Japan Office, in collaboration with the Government of Canada. The extension to Seoul was coordinated by AF and the Alberta Korea Office.

Japan is Alberta's third largest export destination for agriculture and agri-food products, behind the United States and China, with exports totaling \$1.26 billion in 2017. South Korea was the fifth largest destination with exports totaling nearly \$214 million that year.

For more information on the Japan and South Korea markets:

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