



## Tremendous Opportunities for Alberta Agriculture Companies in Northern India and Kenya

In November 2016, a delegation of three Alberta companies (Supreme International, BEST Environmental Technologies and Exim Promotion) accompanied Alberta Agriculture and Forestry (AF) to the biennial Agro Tech agricultural trade show in Chandigarh, India. Agro Tech is a major agricultural trade show in northern India and focuses on a wide range of agricultural sectors.

Alberta, along with exhibitors from Ontario and Manitoba, took booth space in the Canadian pavilion, contributing to a strong Canadian presence at this year's trade show.



Etienne van Straaten (AF), Kapil Malhotra (Canadian Trade Commissioner in Bangalore) and Kyle Procyshyn (Saskatchewan Agriculture)

“This is the fourth time we have participated in the Agro Tech trade show and the first time for two of the Alberta companies. Agro Tech is an excellent platform for Alberta companies to showcase their products and identify new opportunities in Northern India,” says Etienne van Straaten, Trade Relations Officer, AF. “The diverse group of Alberta companies represented agricultural equipment, soil rejuvenation technology and value-added agri-food products. Along with companies from Ontario and Manitoba, we promoted Canada’s excellence in agriculture and our wide range of quality products to the visitors to the show.”

Part of the Alberta delegation also participated in a business program in Kenya as part of the mission. As part of Alberta Agriculture and Forestry’s international strategy, exploring new markets provides opportunities for Alberta companies to establish contact networks, to become familiar with the business environment and develop business opportunities. This program focused on engagements with the livestock, feed and dairy industries in Kenya.



Boran cattle bred on Marula Farm in Kenya

“Several Alberta companies are already doing business in Africa and more have expressed an interest. Alberta Agriculture and Forestry assists companies in determining which markets provide them with the best opportunities,” says Etienne van Straaten. “Africa holds huge potential.”

The mission took place from November 11 to 23, 2016.

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