

Canada Food Expo | Japan and Korea

November 9 - 13, 2009



Agriculture and Agri-food Canada (AAFC), in partnership with the Department of Foreign Affairs and International Trade (DFAIT) and the Federal/ Provincial Core Team, invites you to participate in the **Canada Food Expo**, taking place November 9-13th in Tokyo, Osaka, and Seoul.



►► **What is the Canada Food Expo?**

The *Canada Food Expo* is a traveling “table-top” event held in three cities in Japan and Korea (Tokyo, Osaka, and Seoul). This initiative is designed to provide a cost-effective showcase for small and medium-sized companies, or companies newly exploring the Japanese and Korean markets. Japanese and Korean food and beverage buyers, importers, wholesalers and distributors will be invited to view

Canadian products and to meet exhibitors. Media will also be invited with the aim of highlighting Canadian companies and products.

The *Canada Food Expo* will focus on highlighting Canada’s capacity to supply, safe and high quality processed food and beverage products, including confectionaries, wine, bottled water, jams and spreads, snack foods, meat and seafood products, teas and natural health products.

Agri-food trade specialists from AAFC, the provinces and the Canada Government offices in Japan and Korea will provide support to participating companies before, during and after the *Canada Food Expo* in areas such as market information, assessing market potential, providing qualified contacts, and post-event follow-up.

In addition to the one-day table top event in each of the three cities, market tours and other site visits will be arranged.

The preliminary agenda is as follows:	Sun. Nov. 8:	Arrive in Tokyo
	Mon. Nov. 9:	Exporter Education / Set-Up and Market Tour
	Tue. Nov. 10:	Table Top Event in Tokyo/ Travel to Osaka (evening)
	Wed. Nov. 11:	Set-Up / Table Top Event in Osaka
	Thu. Nov. 12:	Morning Program in Osaka or Travel to Seoul
	Fri. Nov. 13:	Set-Up / Table Top Event in Seoul
	Sat. Nov. 14:	Market Tours in Seoul
	Sun. Nov. 15:	Return to Canada

►► **Why attend the Canada Food Expo?**

Japan and Korea are key overseas markets for Canadian agriculture, seafood and food – exports valued at CDN4.4 billion in 2008. Canadian companies interested in the region, particularly small/medium-sized companies or those newly exploring these markets, will find the *Canada Food Expo* to be an excellent opportunity to showcase their products at a cost and scale best suited to their needs. This event will provide opportunities to learn more about the Japanese and Korean markets, develop contacts within the local food and beverage industries, and assess opportunities.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

►► **Benefits:**

- Showcase your products while minimizing your costs
- Meet face-to-face with potential buyers
- Test the response to your products
- Develop contacts within local industry
- Learn more about these two markets
- Assess opportunities



►► **What are the costs?**

The all-inclusive fee for participating in the Canada Food Expo 2009 in all three cities is **\$800 CDN**.

*** Travel, accommodation, shipping, and interpretation costs will be the responsibility of each participant.*

►► **Services Included In Each Location:**

- One display table and furnishings set-up
- Customized "Canada" design at site
- Invitation to networking reception(s)
- Japanese & Korean translation of company/product profiles
- On-site support during the expo
- Assistance with consolidating samples
- Market information
- Retail market tours

►► **How do I Register?**

Registration is on a first-come, first-served basis, upon receipt by AAFC of the completed *Participation Form* as well as payment of the participation fee in full. **Participation is limited to 30 companies in Tokyo and Osaka and to 15 companies in Seoul.**

NOTE: *Priority will be given to new exporters to the Japanese and/or Korean markets.*

Send the original forms, along with your cheque made payable to the **Receiver General for Canada**, to the **attention of Inge Vander Horst**, no later than **August 30th, 2009**.

Inge Vander Horst
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*** Canadian Food Exporters Association, Food Beverage Canada, and Agri-Food Export Group Quebec-Canada may have funding to reimburse member companies for a portion of airfare, accommodation, shipping and interpretation costs. Please contact the above associations directly for more details and/or for membership information.*

Regional Contacts, Agriculture and Agri-Food Canada			
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