



VISIT TO VIETNAM IDENTIFIES NEW OPPORTUNITIES FOR ALBERTA'S FOOD INDUSTRY SUPPLIERS

Alberta Agriculture and Forestry's Albert Eringfeld, Manager with International Relations and Marketing, visited Hanoi, Vietnam in early November. The trip's objective was to develop new contacts in the growing the Southeast Asian market, learn about trends in the Vietnamese food market and identify export opportunities for Alberta's food industry suppliers. Eringfeld visited the Viet Food and Beverage Show and met with six major food and food ingredient importers during a two-day stopover in Vietnam.

"Vietnam is a good market for imported products as the country has a young population with a lot of foreign influence from both Vietnamese studying abroad and a strong tourism industry," says Eringfeld.

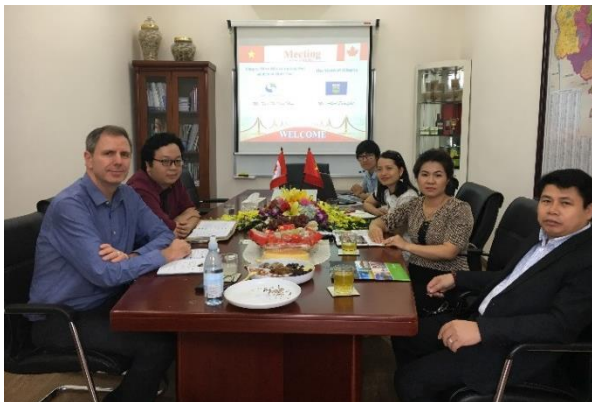
"For Alberta food industry suppliers, the best prospects for success include food ingredients for further processing, beef, frozen french fries, malting barley, cereal grains, pulses and lentils, baby food, health supplements and functional foods."



Viet Food and Beverage Show in Hanoi



Entrance to VinMart – a major Vietnamese retailer of imported food and consumer products



Meeting with Vietnamese importers in Hanoi

The visit to Vietnam was organized by Alberta Agriculture and Forestry in collaboration with the Canadian Trade Commissioner Service and the Canadian Embassy in Hanoi, Vietnam.

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