



Alberta food companies realize expanded sales results during mission to Southeast Asia

Six Alberta food companies participated in a recent trade mission to the Philippines and Singapore from April 19 to 27, 2018, led by Alberta Agriculture and Forestry.

The Philippines stop featured a seminar and networking lunch highlighting Alberta and British Columbia food and beverage products as well as business-to-business meetings with leading Philippine food retailers and importers.

In Singapore, Alberta companies exhibited within the Canadian Pavilion at the biennial Food and Hotel Asia trade show which attracts over 80,000 food and beverage buyers across the Southeast Asia and Asia Pacific regions. Alberta companies also participated in a retail store tour program and a Canada Networking Reception highlighting Canadian food and beverage products.

“Companies reported making 279 new sales leads, over \$4 million in estimated future sales and a number of participants expect to develop new products as a direct result of their participation on this mission,” says Albert Eringfeld, Manager of the East Asia and Oceania Unit, International Relations and Marketing.

“Southeast Asia, a dynamic and growing region of the world with a population of over 600 million people, imported over \$500 million of products from Alberta’s agriculture and food sectors – a 62% increase from the prior year. Export sales are expected to grow even faster in the future as the region’s economy continues to prosper and demand for imported foods, beverages, food ingredients and other agricultural inputs expands. Further improving sales prospects to countries in the region, the Comprehensive and Progressive Agreement for Trans Pacific Partnership, or CPTPP, will lower or eliminate tariffs on many agri-food products supplied from Canada.” says Eringfeld.

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Alberta foods being prepared by celebrity chef at Philippines seminar



Alberta food exporter at Food and Hotel Asia in Singapore