

## Alberta Companies 'Eat Up' Canada Food Expo Japan/Korea 2018

---



*Seoul, South Korea*

Six Alberta companies participated in the biennial Canada Food Expo tabletop event in Japan and South Korea held October 1 to 9, 2018. The mission included: Canada Beef International Institute, Wagyu Beef, North 49, Earth Group, Token Naturals and Progressive Foods. This traveling trade show was a cost-effective way for export ready, small and medium-sized food and beverage producers to showcase their products to Japanese and Korean businesses.

“Alberta companies can take full advantage of the multiple trade agreements already in place with Japan and Korea to grow their businesses internationally. These agreements provide a gateway and preferential access to the large economies of the Asia-Pacific region,” said Evan Buie, International Initiatives Officer with Alberta Agriculture and Forestry.

Companies met face-to-face with potential buyers in Osaka and Tokyo, Japan and Seoul, South Korea.

“The quality of buyers and importers was excellent as every meeting was a potential customer and some have already transitioned into sales. It was extremely well organized, as always, and the Alberta team went above and beyond to help me and my company get the most out of the event,” said Kori Chilibeck of Earth Group.



*Alberta companies meeting buyers*



*Token Naturals from Alberta at exhibiting at tabletop*

In addition to the one-day tabletop event in each of the three cities, Japan and Korea-specific training and market tours were organized. An optional health ingredients focused program took place in Sapporo, Japan prior to the tabletop program.

“By being in Japan and Korea, we learned a lot about conducting business with Asian markets; lessons that could only be learned while being present. Our Alberta team was incredible, sharing their insights into conducting business overseas with each person having a deep drive to see all Alberta companies achieve sales,” said Andrew Rosychuk of North 49.

The provinces of Alberta, British Columbia, Saskatchewan, Ontario, and Nova Scotia, in partnership with the Canadian Food Exporters Association, Agri-Food Export Group and Canadian Embassies and Consulates, organized this event.



*A guard at Sungnyemun in South Korea – one of eight gates of the Fortress Wall of Seoul*

For more information on the Japanese or Korean markets:

Evan Buie  
International Initiatives Officer  
780-422-7839  
Evan.buie@gov.ab.ca