



The European Union

Export requirements, Market Overview and Opportunities

Are you seeking a high-income, sophisticated export market for your food or seafood product? The European Union (EU) may be the right market for you. If you would like to learn more about opportunities and have your product assessed by European importers, join our February 3, 2011, seminar in Vancouver, BC.

The EU is the world's largest single economy, and annually imports \$155 billion in food products from non-European countries. In 2009, Canada exported \$2.46 billion in agri-food and seafood products to the EU. The region boasts a large, wealthy middle-class, a trend-setting market, and common policies that allow for the free movement of goods. It offers a stable and predictable trade environment and many opportunities for Canadian agri-food products, particularly those with health and wellness attributes (organic, free-from, natural, and sustainable); products that evoke 'Canada'; products with unique flavours and formulations; berries; mushrooms and others.

If you are a Canadian agri-food or fish and seafood business, this seminar will provide you with an overview of the market, trends, export requirements, and logistics considerations. You will also have the opportunity to reserve a meeting with a European importer for a hands-on assessment of your product.



Event Details

Date: Thursday, February 3, 2011
Time: 8:30am - 4:30pm
Location: Morris J Wosk Centre for Dialogue Strategy Room 420
580 West Hastings Street
Vancouver, BC
Registration: \$56 (\$50 plus HST)
Lunch will be provided

Speakers and Schedule

8:30am	Registration
9:00am	European Market Overview for Agri-Food, Fish and Seafood <i>Scott Gordon, Brian Bonner, Agriculture and Agri-Food Canada</i>
9:30am	Spotlight on the Markets of Germany and the Netherlands <i>Anne-Sophie Hottiaux, Trade Commissioner, Canadian Consulate, Germany</i> <i>Diederik Beutener, Trade Commissioner, Canadian Embassy, Netherlands</i>
10:45am	State of Play: A German Importer's Perspective <i>Julia Delibasic, Marketing Manager, CMC - The Food Company</i>
11:15am	State of Play: A Dutch Importer's Perspective <i>Laurens Kool, Senior Buyer, HANOS</i>
12:00pm	Working lunch
1:00pm	One-on-One Meetings
4:30pm	Adjourn





Registration Form

Registration Fee: \$56 per participant (\$50 plus HST)

Registration Deadline: January 25, 2011 (no refunds or cancellations after this date)

To register, please complete and email or fax back to:

Emily MacKenzie | E. emily.mackenzie@agr.gc.ca | F. 604-666-7235

Company Name: _____

Address: _____

City: _____ Postal Code: _____

Email: _____ Tel: _____ Fax: _____

Name: _____ Title: _____

Name: _____ Title: _____

Company Product(s): _____

For Credit Card Payments, please fill out the information below:

Amount: _____

Name (as appears on card): _____

VISA | MC | AMEX (please specify): _____ Expiry: _____

Signature: _____

Credit Card payments will be processed and receipts issued by the BC Food Processors Association

Are you interested in participating in the one-on-one meetings? Yes No

Please indicate which speakers you would like to meet with and if possible, the nature of your questions.

Scott Gordon, Brian Bonner, and Emily MacKenzie
Senior Market Development Officers, Agriculture and Agri-Food Canada
Questions: _____

Julia Delibasic
Marketing Manager, CMC - The Food Company (Germany)
Questions: _____

Anne-Sophie Hottiaux
Trade Commissioner, Canadian Consulate, Germany
Questions: _____

Laurens Kool
Senior Buyer, Hanos (the Netherlands)
Questions: _____

Diederik Beutener
Trade Commissioner, Canadian Embassy, Netherlands
Questions: _____

Finance Expert
Export Development Canada
Questions: _____

For more information, please contact:

Emily MacKenzie, Marketing and Trade Officer, Agriculture and Agri-Food Canada

T. 604-666-1065 | F. 604-666-7235 | E. emily.mackenzie@agr.gc.ca



Ministry of Agriculture



Foreign Affairs and International Trade Canada

Affaires étrangères et Commerce international Canada



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada