



June 24th, 2009

**Outgoing Market Development Mission to
Anuga - Cologne, Germany
October 10 - 14, 2009**

Dear Exporter:

We are pleased to invite you to participate in an Outgoing Mission to the Anuga Show in Cologne, Germany, October 10 - 14, 2009.

Anuga is one of the most important information trade fairs for the food and drink industry worldwide. Its unique character does not rest just on its size, but also with the different sectors of the food and beverage industry represented in one location. This by itself ensures a comprehensive overview of all the trends and innovations in the sectors worldwide. The clear product categorization has made the huge range of products at Anuga even more transparent - providing ease for the visitor to find the categories they are interested in. This year the categories will be divided as follows: Fine Food, Drinks, Chilled Food, Meat, Frozen Food, Dairy, Bread & Bakery & Hot Beverages, Organic, CateringTec, RetailTec.

Visit the Market - An important aspect to choosing a new market

- Learn more about the market
- Assess opportunities for your company
- Identify how to meet the needs of the consumer
- Analyze the challenges and opportunities
- Identify possible avenues for market entry

Participation Fee: \$925 CDN

Benefits of participating in the FBC Program:

- Receive reimbursement for eligible travel expenses (*see further details below)
- Have the flexibility to make flight arrangements that meet your needs
- Network with other Canadian companies and Embassy/Consulate staff
- Visitor show badge
- Canada Pavilion name badge for access to lounge and pavilion services
- Official networking receptions with foreign business professionals
- Pre-show market briefing material
- Attend store tours with translator in attendance
- Opportunity to meet with participating Trade Commissioners

****Reimbursement Note:*** Upon completion of the program you will be reimbursed as follows (pending funding approval): 50% of an economy class airfare ticket (max \$1,600 CDN), a per diem of CDN \$200 per day up to a maximum of 6 days (will be paid upon receipt of valid hotel invoice). ***To be eligible for reimbursements, you must participate in all FBC organized activities.***

Cancellation Policy: Cancellations prior to September 1, 2009 will be subject to a \$250 administrative fee. Any cancellations made after September 1st will be non-refundable.

NOTE: Due to show regulations, walking participants will not be allowed to showcase their product in the FBC booth space unless they register the product separately. To register, you are required to pay an additional \$1,035 plus VAT (no reimbursement assistance).

If you have any questions please do not hesitate to contact:

Andrea Sawchuk, FBC - Tel: 780-486-9679 / 1-800-493-9767; Email: asawchuk@foodbeveragecanada.com
Karen Parker, FBC - Tel: 780-486-9679 / 1-800-493-9767; Email: kparker@foodbeveragecanada.com

Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.



Gaining the Knowledge to Expand
your Business



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Agri-Food Canada

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Registration Form
Please FAX to Food Beverage Canada (FBC) at 780-484-0985 or
EMAIL: asawchuk@foodbeveragecanada.com
Please print clearly

Company: _____
Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Fax: _____

Participant: (Only able to accept one person per company)

Name as it appears on your passport which must be valid for 6 months after your departure date from Germany

Name #1: _____ Title: _____

Email: _____

Cost to Participate -

Participation Fee \$925 CDN (includes 1 badge & all services listed on previous page)

Payment Details:

Company Cheque made payable to:

Food Beverage Canada
Suite 201, 17904 - 105 Ave
Edmonton, AB T5S 2H5

**** Participation is only guaranteed once a confirmation email is sent by FBC. Confirmations will be sent immediately upon receipt of your application, with payment, between the hours of 9am-4pm (MST) Mon-Fri ****

Credit Card:

VISA MASTERCARD AMEX

Card Number: _____ Exp Date _____

Name of cardholder: _____

Address on Card: _____

Signature: _____

Signature confirms your company's intention to participate in this program & that you read and understood the terms as outlined.
Payment must accompany registration to be accepted. Program is offered on a first come - first served basis & space is limited!

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