

Food Beverage Canada Trade Mission to Asia

Ken Ziegler, GPC Capital Corporation

FOOD AND BEVERAGE PROCESSORS from across the country recently completed another Food Beverage Canada Trade Mission to Asia.

Darrell Schneider participated, representing The Saskatchewan Food Processors Association and Schneider's Gourmet World. The Canadian food and beverage industry is positioned to supply safe, high quality food products to the Asian market. The first stop for the Canadian group was Hong Kong. With a large, wealthy ex-pat community anxious to buy Canadian brand products, this is an ideal target market for Canadian food and beverage producers. Hong Kong is also an important entry point to the China market. As a free port, Hong Kong also receives many products which are processed, repacked and re-labeled for markets throughout China.

The Trade Mission then went on to Macau. Located on the southern tip of China, this historic trading colony established by the Portuguese in 1557 continues today as a major importer of food products from western countries. Macau stands as one of the largest importers of meat products in China. It is also home to large warehouse facilities where imported products are held for distribution to the China market.

The Hong Kong Chamber of Commerce as well as Canada's Consul General and Trade Attaché assisted the Trade Mission in Hong Kong and Macau.

The Philippines was the final destination for the Trade Mission. The Philippines often plays host to North American companies as an entry port to the Asia marketplace. The Trade Mission was in the major business centers of Manila and Cebu. The Chamber of Commerce



From left to right: Beverley Desjardins, Anna Lee, Canadian Consul General Robert Lee (Cebu, Philippines), Rod Schwartz (Manitoba Food Processors Association), Darrell Schneider (Saskatchewan Food Processors Association), Ken Ziegler (Lawyer, GPC Capital Corporation), and Canadian Ambassador Robert Desjardins (Embassy, Manila, Philippines).

in Manila assisted the Trade Mission during its stay in Manila. Canada's Ambassador Robert Desjardins in Manila, and Canada's Consul General Robert Lee in Cebu worked closely with the Trade Mission during its time in Cebu.

The business-to-business meetings included importers and retailers of food products for distribution and sale throughout the Philippines. Representatives of the industry in the Philippines intends to return on an inbound Trade Mission to Canada.

The main competition for the Canadian Food and Beverage Industry in these markets comes from Australia, the EU and the USA. However, members of the Trade Mission have found that the Canadian brand is accepted in these markets and there is a willingness to do business with Canadian suppliers of safe high quality food products. Participants on this Trade Mission were successful in doing business in Hong Kong, Macau and the Philippines.

Food Beverage Canada has contracted with Ken Ziegler of GPC Capital Corporation to identify markets in Asia for the Food and Beverage industry in Canada. GPC Capital Corporation organizes and leads all Trade Missions to Asia. This Trade Mission is part of a series of ongoing business missions supported by Food Beverage Canada, and Agriculture and Agri-Food Canada.

The Trade Mission met with importers, exporters, processors, distributors and retailers in Hong Kong, Macau and the Philippines. The Trade Mission hosted business-to-business meetings and created a greater awareness of the Canadian food and beverage industry in Asia.