



June 10, 2008



HEALTH INGREDIENTS EUROPE  
Paris, FRANCE 2008



**Educational Program & Market Development Mission**  
**"Capitalizing on Export, Investment & R&D Opportunities"**  
**November 4 - 6, 2008**

Dear Industry Stakeholder:

Food Beverage Canada (FBC), in cooperation with Agriculture and Agri-Food Canada and the Canadian Trade Commissioner Service in France, is pleased to invite you to participate in an Educational & Market Development Mission to Health Ingredients (Hi) Europe, Europe's largest bi-annual trade show for health ingredients and support services.

Europe is one of the largest markets for nutritional products, valued at \$64 billion in 2007 according to the Nutrition Business Journal. With an increase in lifestyle related diseases, a rapidly aging population, and high consumer awareness of health issues, the development of new and innovative health ingredients, products and technologies, provides export opportunities for Canadian companies. With more than 7,000 health ingredient professionals from 85 countries expected to attend (2006 figures), Hi Europe is considered the world's meeting place for buyers and sellers of the full range of health ingredients, from nutraceuticals and supplements to complex functional foodstuffs. This is your opportunity to capitalize on expanding your knowledge base through conferences and networking opportunities, and exploring opportunities for export, investment and R&D growth. Hi Europe will serve as an anchor for showcasing and promoting the high quality and diversity of Canada's health ingredient sector to the European market.

**Why attend Hi Europe?** ([www.fi-events.com](http://www.fi-events.com))

- Discover new market opportunities, seek out potential partners, assess competition
- Discover latest innovations and technologies in the field of health ingredients
- 2006 global nutritional raw materials and ingredients supply was valued at US \$9.4 million
- Natural Ingredients Expo ([www.ni-events.com](http://www.ni-events.com)) a co-located event dedicated to natural ingredients in the food, cosmetics and medical remedies sectors.
- Attend comprehensive conference covering many topics (visit [www.fi-events.com](http://www.fi-events.com) for full details and to register for modules of interest to you)

**Who should attend?**

- Suppliers of functional or natural food ingredients including herbs and spices, botanical extracts, food additives, cosmeceuticals and cosmeceutical ingredients; and companies supplying services in areas such as analysis, R&D, formulation, product development and manufacturing, and clinical/pre-clinical testing.

**This program offers two options to meet your needs**

**Option 1 – Educational Program and Market Visit - An important step in choosing a new market**

- Learn more about the market and assess opportunities
- Attend educational conference & networking opportunities
- Analyze challenges and find solutions
- Identify how to meet client needs
- Identify avenues for market entry

**Option 1 – Participation Fee: CDN \$600 includes:**

- Entrance into show and access to FBC show services including lounge and networking reception
- Market information packet
- Contact information of EU Trade Commissioners (as available) to schedule meetings
- Cost sharing of eligible expenses listed below

**Option 2 – Market Development Mission – Exhibit in the FBC cluster located within the Canadian cluster**

- Test response to your products and services
- Gather important feedback
- Develop a market entry strategy
- Meet potential clients / business partners
- Attend educational conference & networking opportunities

**Option 2 - Participation Fee: CDN \$5600 includes:**

- Exhibit space of 6.5m<sup>2</sup> (min)
- Inclusion in Canadian exhibitor catalogue that will be mailed to European buyers prior to the show
- Access to FBC show services including lounge and networking reception
- Market information packet
- Contact information of qualified buyers to schedule meetings
- Contact information of EU Trade Commissioners (as available) to schedule meetings
- Cost sharing of eligible expenses listed below

**Travel and Accommodations:** All participants are responsible for making their own travel arrangements. Upon completion of the mission, FBC will make reimbursements as noted below.

**Conference registration:** All participants are responsible for registering themselves for the segments of interest. A 45% reimbursement of conference registration fees will apply at the conclusion of the program.

**Eligible Expenses for cost sharing and Benefits of Participating in the FBC Program:**

- Receive 45% reimbursement for travel expenses (economy class airfare) and applicable conference fees; receive per diem reimbursement (\$180 per day of participation – max 6 days) to help cover accommodation and other expenses; and save up to 45% of the cost of shipping samples. **Note: Option 2 registration fee includes exhibit space which has already been discounted.**
- Network with other Canadian companies
- Flexibility to make flight arrangements that meet your needs

**If you have any questions, please contact:**

Wendy Hindle, FBC – Tel: 780-486-9679 / 1-800-493-9767 / Email: [whindle@foodbeveragecanada.com](mailto:whindle@foodbeveragecanada.com)

**Program funded in part by Agriculture & Agri-Food Canada's Canadian Agri-food International Program (pending approval).**



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**REGISTRATION FORM**

**DEADLINE: JULY 30, 2008**

*Please print clearly and fax to Food Beverage Canada at [780-484-0985](tel:780-484-0985)*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Participants(s):

Name #1: \_\_\_\_\_ Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name #2: \_\_\_\_\_ Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Cost to Participate**

**Option 1: Educational Program & Market Visit**

Cdn\$600 per person x (number of people) \_\_\_\_\_ Total \$ \_\_\_\_\_

**Option 2: Market Development Mission – exhibit in the FBC cluster located within the Canada Pavilion**

Cdn\$5,600 for exhibit space of 6.5m<sup>2</sup> (min) Total \$ \_\_\_\_\_

**For companies requiring full booth space (12m<sup>2</sup>) please contact Richard Regan, CMP Ltd at 609-759-4742 or [rregan@cmpi.bix](mailto:rregan@cmpi.bix)**

**Travel / Accommodations / Sample shipping (if applicable) and conference registrations  
will be reimbursed at conclusion of the program**

Please indicate areas of interest so we may better serve your needs:

- |   |   |
|---|---|
| <input type="checkbox"/> Export Opportunities   | <input type="checkbox"/> R&D Technology / Collaboration                         |
| <input type="checkbox"/> New to EU FFNHP market | <input type="checkbox"/> Investment (Capital financing, co-manufacturing, etc.) |

**Note:** Companies should have a well developed export, investment or R&D strategies/proposals that will help to identify potential opportunities.

**Payment Details:**

Company cheque made payable to:  
Food Beverage Canada, Suite 201, 17904 – 105 Avenue, Edmonton, AB T5S 2H5.

**Credit Card:**

VISA                       MASTERCARD                       AMEX  
Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name of Cardholder (please print clearly) \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

**Cancellation Policy: A fee of \$250 will apply. Contact FBC to cancel exhibit space.**

**Payment must accompany registration to be considered. Program is offered on a first come – first served basis.**

If you have any questions please do not hesitate to contact:  
Wendy Hindle, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email [whindle@foodbeveragecanada.com](mailto:whindle@foodbeveragecanada.com)