



## Upcoming Food Beverage Canada Missions Multiple Dates 2009/2010

Food Beverage Canada is planning an exciting 2009/10 year. We are hoping to gain further insight on what markets our clients wish to visit & obtain further information on, and the tradeshow of interest. We have tentatively planned the following events for our coming year, which would begin in September 2009 and carry on through May 2010.

Please indicate your interests below in one *or* more areas. *You may select multiple events:*

- **1. Educational Mission to South East Asia**

- **September 10<sup>th</sup> to September 22<sup>nd</sup>, 2009** (*tentative dates*). The maximum duration of the entire mission including travel time, will be 12 days.

Please check off your **top 3 choices** from the following provided:

- |             |                          |           |                          |
|-------------|--------------------------|-----------|--------------------------|
| Indonesia   | <input type="checkbox"/> | Singapore | <input type="checkbox"/> |
| Malaysia    | <input type="checkbox"/> | Thailand  | <input type="checkbox"/> |
| Philippines | <input type="checkbox"/> | Vietnam   | <input type="checkbox"/> |

*The program in each city will include:*

- Market information session
- Organized meetings with officials, potential buyers & local business representatives
- Informal briefing sessions and networking opportunities and,
- 1-on-1 meetings

SE Asia countries, which represent some 49% of all Asia’s \$53B in food imports, additionally offer open access, and functioning economies. In urban markets (such as Singapore, Manila and increasingly Kuala Lumpur, Jakarta and Bangkok) the demand for quality, processed food and beverage products represent an opportunity with a discerning and sophisticated pool of consumers.

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- **2. Food Hotel Asia**

- Food Beverage Canada is also planning to attend this tradeshow being held in Singapore from **April 20-23, 2010**, in conjunction with the SE Asia mission. FHA is South East Asia’s largest and most influential food business (for trade only), regional food show. This is an excellent opportunity for those who have attended the SE Asia mission, to follow up with contacts made previously.

Please *check off your interest* in the following show:

- I am interested in exhibiting at FHA
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- **3. Food Hotel China**

- Food Beverage Canada is planning an outgoing mission to Food Hotel China, taking place **November 18-20, 2009** in Shanghai, China.

Please *check off your interest* for the following educational mission:

I am interested in *exhibiting* Food Hotel China

I am interested in *walking/visiting* Food Hotel China

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- **4. Tabletop Session with Tokyo/Osaka & South Korea**

- Food Beverage Canada is planning to take part in this wonderful opportunity in Japan. The dates are not confirmed, however, it will be taking place in **mid-November 2009**.

Please *check off your interest* for the following educational mission:

I am interested in attending the tabletop session

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- **5. Seoul Food & Hotel**

- Food Beverage Canada is planning to take part in Seoul Food & Hotel 2010, Korea's longest established food trade show. The dates are not confirmed, however, it will be taking place in **mid-May 2010**. South Korea's resilient economy, Asia's third-largest, continues to expand at rates well above the international average.
- *This show is a great opportunity for those who attended the tabletop sessions with Tokyo/Osaka & South Korea in November 2009.*

Please *check off your interest* for the following outgoing mission:

I am interested in exhibiting at Seoul Food & Hotel

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- **6. Foodex Japan**

- Food Beverage Canada is planning to attend Foodex 2010 being held **March 2-5, 2010** in Tokyo. With over 30 years serving as Japan's top trade food and beverage show, Foodex Japan is renowned as an established & rewarding event.
- *This show is a great opportunity for those who attended the tabletop sessions with Tokyo/Osaka & South Korea in November 2009.*

Please *check off your interest* for the following outgoing mission:

I am interested in exhibiting at Foodex Japan

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**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Title:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

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