



Educational and Market Development Mission

SIAL, Paris

October 17-21, 2010



Dear Exporter:

We are pleased to invite you to participate in an Outgoing Mission to SIAL, Paris.

Held biennially, SIAL is one of the world's largest food products exhibition. The event attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. SIAL 2008 welcomed 5,500 exhibitors from five continents and attracted over 147,500 trade visitors from 185 countries. Participation in this event is an excellent opportunity for you to showcase your products or to learn more about the market and assess opportunities.

Suitable products include, but are not limited to:

- Consumer ready products
- Sauces and condiments
- Health and wellness products
- Berries
- Flax, soy, pulses
- Special crops

FBC is offering two levels of participation for Canadian companies:

OPTION 1: Visit the Market

- Learn more about the market
- Assess opportunities
- Identify how to meet consumer needs
- Analyze challenges and opportunities
- Identify possible market entry strategies

Option 1 Participation Fee: CDN \$900 per participant

OPTION2: Exhibit in the Canadian Pavilion as part of the FBC cluster (see Option 2 eligibility below)

- Choose from 2 booth sizes being offered at cost shared prices
- Benefit from the many advantages of exhibiting within the Canadian Pavilion

Option 2 Participation Fee: 9m² corner booth - \$5,950; 9 m² regular booth - \$ 5,700; 4.5 m² half booth - \$3,200

Option 2 Eligibility: The applicant will ensure that all exhibit materials and products are marked and labelled under the name of a Canadian firm and have a minimum Canadian content of 50% based on factory price.

Additional benefits of participating through FBC:

- Receive cost sharing reimbursement for travel expenses and a per diem to help cover cost of accommodation, etc. (see details below)
- Have the flexibility to make flight arrangements that meet your needs
- Network with other Canadian companies and Embassy / Consulate staff
- Attend Embassy hosted reception
- Exhibitors save on booth space and sample shipping costs

Reimbursement Details: Upon completion of the program you will be reimbursed as follows: 50% of economy class airfare based on maximum \$1600 ticket, a per diem of CDN \$200 per day up to a maximum of 7 days, and up to 50% of the cost of sample shipments if budgets allow. A 5% management fee will be deducted from your reimbursement to help cover FBC overhead.

We urge you to submit your application and payment early as space is limited and booth allocation will be determined on a first come, first served basis according to the order applications and payments are received.

If you have any questions please don't hesitate to contact:

Lisa Iwanyk, Sr. Market Development Coordinator – Tel: 780-486-9679 / 1-800-493-9767; Email: liwanyk@foodbeveragecanada.com

Andrea Sawchuk, Market Development Coordinator - Tel: 780-486-9679 / 1-800-493-9767;

Email: asawchuk@foodbeveragecanada.com

If you are interested in registering for this activity, please complete and return the attached reservation form by:

JUNE 8, 2010

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





SIAL 2010 REGISTRATION FORM



EXHIBITING COMPANY INFORMATION		
Company:		
Address :		
City:	Province:	Postal Code:
Phone:	Fax:	
Participant(s): <i>(must be an active member of company)</i> Name as it appears on your passport which must be valid for 6 months after your departure date from France		
Name #1:	Title:	
Email address:		
Name #2	Title:	
Email address:		

EXHIBITING OPTIONS (PLEASE INDICATE YOUR PREFERENCE)		
<input type="checkbox"/> 9M ² corner booth – Cost \$5,950 (savings \$4,050)		
<input type="checkbox"/> 9M ² full booth – Cost \$5,700 (savings \$3,800)		
<input type="checkbox"/> 4.5M ² half booth – Cost \$3,200 (savings \$1,800)		
TOTAL PAYABLE WITH APPLICATION: \$		
Signature confirms your company’s intention to participate in the program. Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited.		
Applicant Signature:		

VISITING COMPANY INFORMATION (PLEASE SEE FOLLOWING CANADA PAVILION POLICY FOR VISITING COMPANIES)		
Company:		
Address :		
City:	Province:	Postal Code:
Phone:	Fax:	
Participant(s): <i>(must be an active member of company)</i> Name as it appears on your passport which must be valid for 6 months after your departure date from France		
Name #1:	Title:	
Email address:		
Name #2	Title:	
Email address:		

FEE FOR VISITING PARTICIPANTS:		
All inclusive fee per person: \$900 (includes AAFC fee for walking participants to access Canadian Pavilion lounge and services-see below)		
Number of visitors _____	x \$900	Total Payable with Application: \$
Signature confirms your company’s intention to participate in the program and agree to abide by the conditions stated below. Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited.		
Applicant Signature:		



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CANADIAN PAVILION CONDITIONS FOR VISITING COMPANIES

The following services are provided by Agriculture & Agri-Food Canada for companies visiting the Canada Pavilion at SIAL 2010:

- Canada Pavilion name badge for access to lounge
- Invitation to Official Canadian networking event
- Daily networking sessions at the Pavilion
- Pre-show market briefing material
- Opportunity to meet with participating Trade Commissioners

PAYMENT DETAILS

Credit Card: VISA MASTERCARD AMERICAN EXPRESS

Card Number:

Expiry Date:

Name of Cardholder (please print clearly)

Signature of Cardholder

Date:

CANCELLATION POLICY

Option 1 – Visiting: A fee of \$250 *per person* will apply to cancellations made prior to September 3, 2010. Cancellations received after September 3, 2010 will be **non-refundable**.

Option 2 – Exhibiting: Cancellation of booth space cannot be accepted unless a replacement exhibitor is found. If cancellation is accepted a 20% cancellation fee will be deducted from the company refund.

If a company fails to occupy his allotted space, FBC and/or AAFC shall have the right to re-allocate the space in the best interests of the pavilion. However, the applicant may remain liable for any loss suffered by his failure to occupy the space.

WE AGREE TO THESE TERMS AND CONDITIONS:

Signature of Applicant:

DEADLINE FOR REGISTRATION IS JUNE 8TH, 2010

Please send via fax to 780-484-0985 or email to liwanyk@foodbeveragecanada.com

If you have any questions please contact:

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