

June 16, 2008

**Educational & Market Development Mission to the SIAL Paris, 2008  
October 19-23, 2008**

Food Beverage Canada (FBC) in cooperation with Agriculture and Agri-Food Canada is pleased to invite you to participate in an Educational & Market Development Mission to SIAL Paris, 2008. SIAL Paris is the largest international food show in 2008 and is an excellent venue to meet buyers from all over the world.

SIAL Paris attracts over 5,000 exhibitors from close to 100 countries. SIAL offers a unique opportunity to meet more than 140,000 international decision-makers from the four corners of the world whose main reason for attending is to source new suppliers and products. SIAL showcases the best the food industry has to offer in an environment that promotes trade. SIAL Paris 2008 offers a wonderful opportunity for you to source market intelligence, showcase your products, and meet potential customers.

**We offer two programs to meet your needs**

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

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

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

Entry into SIAL 2008, store tour transportation, Canadian Pavilion Networking Reception, and cost sharing of eligible expenses

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

- Test response to your products
- Gather important feedback
- Develop a market entry strategy
- Meet potential clients / partners

**Option 2: Participation Fee: CDN \$4,300 includes:**

Exhibit space of 4.3m<sup>2</sup> (min.), inclusion in Canadian exhibitor catalogue, access to Canadian Pavilion services and Networking Reception, and cost sharing of eligible expenses

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**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 – pending program funding approval from Ottawa.

**Eligible Expenses for cost sharing and benefits of participating in the FBC Program:**

- Receive 45% reimbursement for travel expenses (economy class airfare); receive per diem reimbursement (\$180 per day of participation) to help cover accommodation and other expenses; and save up to 45% of the cost of shipping samples if applicable. **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:

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

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**

**(Offered on a first come - first served basis)**

**Please print clearly and fax to Food Beverage Canada at 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\$4300.00 for exhibit space of 4.3<sup>2</sup> (min) Total \$ \_\_\_\_\_

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

**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 to Option 1 cancellations received prior to September 15. Cancellations received after this date are non-refundable. 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:

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