

“Opportunities in the Canadian Market” Exporting Seminar

June 25, 2010 • Portsmouth, New Hampshire • 8:30 am – 4:00 pm



Market Overview Seminar

Questions?

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“Opportunities in the Canadian Market” Exporting Seminar

June 25, 2010

8:30 am – 4:00 pm

Southern New Hampshire
University Seacoast
231 Corporate Drive, Suite 100
Portsmouth, New Hampshire

Contact Us

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About Us

Food Export-Midwest and Food Export-Northeast are private, non-profit associations that offer a variety of programs and services to help grow exports of value added food and agricultural products. Many services are administered through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

Whether your company is just getting started or is already exporting to several countries, we have multiple programs and services to assist you.

Food Export-Midwest and Food Export-Northeast prohibit discrimination in employment and services. Persons with disabilities who require alternative means of communication for program information or to request our full non-discrimination policy, please contact us.

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Learn first hand the benefits of exporting your product to Canada

Join Food Export-Northeast and the New Hampshire International Trade Resource Center, to discuss exciting opportunities in the Canadian export market as well as federal assistance programs available to help U.S. food exporters break into new markets.

In 2009, all U.S. agricultural exports to Canada totaled US\$15.7 billion; an increase of nearly 62% since 2004.



You'll learn the keys to exporting success:

- An overview of the Canadian market by In-Market Representative, Kathy Boyce, including discussions on the economy, geography, and demographics
- Consumer trends in Canada including top exports and best product prospects
- Market entry strategies for U.S. food companies
- Canadian packaging and labeling regulations
- Upcoming programs and activities in the Canadian market to help you meet targeted buyers
- Overview of NAFTA including rules of origin, certificate of origin, Canadian tariff schedules

All pre-registered attendees will receive:

- Sign up by July 2nd for our Market Builder MarketScan service and receive 20% off!
- Global Food Marketer, Food Export-Midwest's and Food Export-Northeast's newsletter
- Companies registered before deadline will receive a FREE Market Analysis of the top markets for their products

BONUS OPPORTUNITY! – Individualized consultations with our In-Market Representative and Export Counselor at no additional fee

What is the Branded Program?

The Branded Program is a service offered to small Midwestern and Northeastern food and agricultural companies to help them off-set international marketing expenses. It's a cost-share program that reimburses 50 percent of approved promotional expenses like tradeshow fees, brochures, advertising, label changes (if required by market regulations), and more. This means you could place twice the number of ads, attend two tradeshows instead of one, ship products to four potential clients instead of two, etc. Bottom line—it can save you money in your international exporting endeavors!

Registration Deadline: June 18, 2010 FEE: \$85 per person (Breakfast and lunch included: if you are registering for this event and have special dietary needs, please contact Katerina Papaioannou at 603.271.8444 or Katerina.papaioannou@dred.state.nh.usa)

HURRY! Register for the workshop today. Space is very limited.

Additional Assistance

- For the most up-to-date information on registration dates, fees, and additional services, please visit the activity calendar at www.foodexportusa.org or www.foodexport.org.

FOR MORE INFORMATION Contact us at 312.334.9200 or info@foodexport.org for further information or fax this back to 312.334.9230.
(Note: This is not a registration form.)

NAME _____ COMPANY NAME _____ TITLE _____

STREET ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

PRODUCTS

Check here and provide your company name and fax number if you no longer want to receive faxes or e-mails from Food Export-Midwest and Food Export-Northeast. You can also call or e-mail us at 312.334.9200 or info@foodexport.org. If you would like to hear about future Food Export-Midwest and Food Export-Northeast promotions via e-mail, please provide your e-mail address _____.

Please note that this activity is pending funding from the USDA's Foreign Agricultural Service. Please visit our website for more event information.