

Quality is in our **nature**



Virtual Trade Mission to Southeast Asia (Indonesia, Philippines, Singapore, Vietnam, Brunei Darussalam) May 3-14 & June 1-5, 2021

Southeast Asia's growing population and ongoing urbanization are driving the increased consumption of higher value food & beverage products throughout the region. In particular, the growing middle class is developing a taste for high protein foods that are convenient and nutritious. The region is also experiencing high growth in demand for red meat, poultry and bakery products. However, Southeast Asian countries are by no means a homogenous group of markets. Each is characterised by varying degrees of market protection, market maturity, industrial structure, income levels and cultural norms.

Canadian Embassies & Consulates, in partnership with provinces, industry associations, and Agriculture & Agri-Food Canada invite Canadian agri-food and seafood suppliers that are "Export Ready" to participate in virtual business-to-business meetings with buyers from Indonesia, Philippines, Singapore, Vietnam, and Brunei Darussalam (TBC). The virtual meetings are anticipated to take place during the weeks of May 3-14 (Singapore, Vietnam and Philippines) & June 1-5, 2021 (Indonesia and Brunei Darussalam), in the evening time in Canada. Meetings will be hosted on the digital platform Zoom with the support of a service provider. A market brief webinar will be held prior to the event to help companies prepare for the meetings.

Participating companies will be matched with local buyers by the Trade Commissioner Service based on their product(s) and interest. However, the final decision regarding meetings with Canadian companies will rest with the buyers.

Targeted sectors: *(Subject to country-specific market access and regulations)*

- Processed foods: bakery, beverages, confectionery, juices, jams, sauces, honey, maple syrup, tea, bottled water, frozen French fries, health foods, dietary supplements, etc.
- Meats: beef, pork, poultry.
- Fish & Seafood: salmon, lobster, scallops, clams, cold water shrimp, snow crab, etc.
- Fruits: apples, fresh, frozen / dried blueberries, cranberries & other berries, cherries.
- Alcoholic beverages: wines, authentic VQA Icewine, craft beer, spirits.

Participation fee:

- \$100 per company

How to register:

- Please complete the registration form in full **no later than March 12, 2021**. This will allow matchmakings with local buyers to be tailored as much as possible. Your participation fee and company logo should be submitted alongside your profile. If you aren't successful in obtaining any meetings, fees will be reimbursed.
- Payments can be sent to the Canadian Food Exporters Association (CFEA) at 895 Don Mills Road, Suite 900, Two Morneau Shepell Centre, Toronto, ON M3C 1W3. For payments by Visa or Mastercard, a 3% transaction fee will be applied.

For more information on market opportunities and regulations, please contact the Trade Commissioner Service below.

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For more information on exporting Canadian agri-food and seafood to the ASEAN region:

<https://www.agr.gc.ca/eng/international-trade/market-intelligence/exporting-your-canadian-agri-food-to-the-asean-region/?id=1574782623099>