

Are you a Canadian company ready to export? Have you selected your target markets and developed an export strategy? Do you find that you are spending hours sifting through mountains of Web sites searching for good market information? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner.

Timing is everything

Timely notice of a good lead or a hot piece of market intelligence can make all the difference to your company—alerting you to a new buyer, a new market or an opportunity for success. We know that you don't always have time to search for this information, so we've improved our notification system to make it easier for you to get the information you want when you want it.

Now you can tell your Virtual Trade Commissioner to forward you business leads and market information on a daily, weekly or monthly basis. You can even choose a specific day of the week or month to be notified.

Once you've set your desired frequency, you'll receive an informative e-mail newsletter that automatically bundles content relevant to your company profile. There's no searching involved; your subscription has links that bring you directly to the specific leads, market reports or articles you're interested in.

All you have to do is choose the frequency of your subscription and let your Virtual Trade Commissioner do the rest.

How to set your subscription frequency

From the main page of your Virtual Trade Commissioner:

- Go to "Your Account"
- Click on "Modify or cancel your subscription... E-mail notifications"
- Choose from "Daily, Weekly or Monthly"
- Save your choice.

For more information on the Canadian Trade Commissioner Service and personalized Virtual Trade Commissioner Service, visit:

www.infoexport.gc.ca

The screenshot shows the 'Virtual Trade Commissioner Daily' website. At the top, it says 'Canada' and 'May 26, 2005'. Below the header, there is a navigation bar with 'Attention: John Smith' and a brief description of the service. The main content area is divided into several sections: 'Recent Documents', 'Business Leads', 'Planned Missions and Events', 'Market Reports', 'Weekly Sectoral News', 'Business Climate', 'Trade Fair Listings', 'CanadExport Newsletter', and 'Visit Information'. Each section contains a list of links to various reports, events, and news items. At the bottom, there are three buttons: 'Looking for country information?', 'Looking for potential business opportunities?', and 'Looking for market reports and news on your sector?'. The footer contains contact information for the Virtual Trade Commissioner Client Support Team.

Success on the menu at Gulfood 2006

Dubai, U.A.E., February 19-22, 2006 > Canadian exhibitors will be cooking up new business at the 11th **Gulfood Hotel & Equipment Exhibition**, coming up in February. Gulfood is the largest and fastest growing food show of its kind in the Middle East. The 2005 show featured over 2,000 companies from 53 countries participating. There were 29,000 visitors to the show, including importers, distributors, retailers, hotels and restaurants, manufacturers and government institutions.

A growing market for Western-style food along with a dependence on imported food products makes this region a very attractive market. The U.A.E. currently imports approximately \$3 billion in food annually.

Agriculture and Agri-Food Canada and the Canadian Consulate in Dubai are organizing the Canadian presence at Gulfood 2006. Participating exhibitors will benefit from high-quality services such as market intelligence, a networking session with exhibitors and key buyers, a Canadian exhibitor brochure, as well as on-site organization and trade promotion support.

This year marks the inauguration of a wine and spirits hall at Gulfood, where there will be an additional Canadian pavilion on top of the one at the food and drink hall. The pavilions will be tied together stylistically through the use of graphics and wall coverings. The all-inclusive fee for a nine square-metre

booth in the Canada pavilions is \$6,300. All booth reservations must be made by December 2, 2005, and will be allocated on a first-come, first-served basis.



The Canadian pavilion at Gulfood 2005.

For more information, contact James Hannah, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971-4) 314-5503, e-mail: james.hannah@international.gc.ca, or Maria De Palo, Events Planner, Agriculture & Agri-Food Canada, tel.: (613) 759-7331, e-mail: depalom@agr.gc.ca, Web site: www.ats.agr.gc.ca.

BioFach: Where organic people meet

Nuremberg, Germany, February 16-19, 2006 > Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canada pavilion at **BioFach 2006**, the world's largest and most important trade show for organic and natural products. This trade fair will attract over 2,000 exhibitors and 33,000 visitors from 69 countries.

Agriculture and Agri-Food Canada and the Canadian Consulate in Düsseldorf are organizing Canada's presence at BioFach 2006. Exhibitors will benefit from a package of quality services and support, including invitations sent to key buyers

worldwide, a Canadian exhibitors' directory, on-site organization, culinary demonstrations and trade promotion support.

Participation in the Canada pavilion is open to companies and organizations selling and promoting Canadian organic food and certified organic by a European Union-accredited certification organization.

Expect heavy traffic at the Canada pavilion, ideally located in the international hall to maximize stand exposure and visibility. Professional and experienced multilingual staff will host you and your guests in providing on-site expertise and services. Don't miss it!

For more information, contact Maria De Palo, Events Planner, Agriculture and Agri-Food Canada, tel.: (613) 759-7331, e-mail: depalom@agr.gc.ca, Web site: www.ats.agr.gc.ca/biofach.

