

The Canada reception on October 16th was again one of the main show attractions. The Honourable John Crosbie, Minister of International Trade, visited the Canadian stand and met exhibitors. He later addressed those assembled on the importance of ANUGA to Canada's food trade.

NEXOS MISSION

The 20 member Nexos Mission, ("New Exporters OverSeas") which was sponsored by External Affairs and International Trade Canada in conjunction with ANUGA '89, was highly successful in its purpose of introducing Canadian food suppliers to the West German and EC markets.

The Nexos program included a departmental briefing, a marketing seminar featuring presentations by key representatives of the German food industry and visits to supermarkets to show Mission members the retail marketing of food products. The linking of the Nexos Mission to a large international trade show like the ANUGA was most effective. Nexos Mission members contacted trade visitors from more than sixteen countries. The Canadian dollar volume of business concluded by Nexos members totalled \$25 million (Cdn.).

TENGELMANN GROUP ANUGA PRESENTATION

The Tengelmann presentation provided information to Canadian exhibitors, Nexos Mission members and Government officials on the proposed 1990 "Canada Week" retail promotion.

The Tengelmann "Canada Week" in store promotion will encompass 64 stores in West Germany which have annual total sales of DM2 billion (\$1.2 billion Cdn). It is expected that 1.5 million West German consumers will visit the promotion. The promotion will expand sales of Canadian food & non-food products in West Germany. The promotion could assist Canadian companies in securing permanent representation in the EC market which is essential for long-term sales. The Department is cooperating closely with export agencies of all of the Canadian provinces. Interested Canadian companies should contact the Agri-Food Division in Ottawa for further details. The Department is providing financial support along with full marketing assistance.