

## Canadian turkey back on the Greek market

**G**reek consumers can find Canadian turkeys in supermarkets this fall for the first time in years. A Manitoba-based poultry processor has shipped Canadian turkey to Greece in time for Christmas sales.

**Northern Goose Processors Ltd.** of Teulon, Manitoba, shipped three containers of its four- to six-kilogram whole, frozen grade "A" turkeys to Greece. Two additional containers are expected later in the year. This is the only shipment of Canadian turkeys to the European Union in 2003.

The total shipment comprises approximately 18,000 turkeys. The poultry will be distributed exclusively by the Veropoulos Brothers supermarket chain in Greece, which will feature the Canadian turkeys in their Christmas marketing campaign. Veropoulos operates 200 stores all over Greece, as well as six stores in the Former Yugoslav

Republic of Macedonia and one in Serbia.

Northern Goose has been exporting poultry to Europe since 1979. It is the only poultry plant in North America with European Union certification for the export of fresh and frozen poultry.

The Commercial Section of the Canadian Embassy in Athens assisted Northern Goose and the local importer, Angus Trading Ltd., over several years on technical issues which helped to open the Greek market for Canadian turkey.

Greece has not imported poultry from Canada since 1996. France and Brazil are the major suppliers of turkeys to Greece, though these countries export a different breed than Northern Goose. Italy is also an important supplier of turkey parts.

Donald Salkeld, President and CEO of Northern Goose, visited Athens following his participation in the

Anuga trade fair in Cologne, Germany, in mid-October. Salkeld said his firm hopes to market turkey parts, including boneless and skinless breasts, drums, wings and thighs in the Greek market, in addition to whole frozen turkeys.

### Strong demand expected

Although the population of Greece is about 11 million, the country plays host to over 14 million visitors each year. Growing demand is expected for premium food products from Canada, especially around the summer Olympic and Paralympic Games taking place in Athens in August and September 2004. There will also be increased opportunities for Canadian suppliers of fish and seafood, wild rice, maple products and other premium food items. In addition, there is potential for high quality Canadian beef for Greece's duty-free and cruise line markets.

**For more information**, contact Marianna Saropoulos, Commercial Officer, Canadian Embassy in Athens, e-mail: [marianna.saropoulos@dfait-maeci.gc.ca](mailto:marianna.saropoulos@dfait-maeci.gc.ca), Web site: [www.athens.gc.ca](http://www.athens.gc.ca).

## Indigenous entrepreneurs

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Some 235 participants from 30 countries shared their experience in themes such as: World Trade and Investment Opportunities for a Sustainable Future; Access to Capital; Joint Venture Opportunities: A New Way Forward; Indigenous Tourism; Women and Entrepreneurship; Protecting and Enhancing Indigenous Knowledge; and Access to Global Markets. A networking event provided an opportunity for indigenous entrepreneurs to discuss their business ventures and seek potential partners.

During a gala ceremony, two prominent Canadian Aboriginal entrepreneurs, John Bernard, President of **Donna**

**Cona Inc.**, and Brenda Chambers, President and Executive Producer of **Brenco Media**, received the prestigious Global Indigenous Entrepreneur Award. Donna Cona ([www.donnacona.com](http://www.donnacona.com)) is Canada's leading Aboriginal information and communications technology company, and Brenco Media ([www.venturingforth.com](http://www.venturingforth.com)) provides communication and television and video production services to private and public sector organizations.

Award winner Brenda Chambers, whose series *Venturing Forth* is a documentary about successful First Nations entrepreneurs, said: "Attending this summit provided me with an incredible

opportunity to meet with other indigenous entrepreneurs from around the world and to build relationships for future business ventures. It was an honour to win this award and for the *Venturing Forth* crew to receive recognition for the hard work they put into the series." Both Chambers and Bernard have also previously been selected as one of Canada's "top 40 under 40."

The next summit will be held in Shanghai, China, in May 2004. **For more information** on events in Toronto and in China, go to <http://wsie.wtuglobal.org>. For more information on Canadian Aboriginal international business development, go to [www.aboriginalplanet.gc.ca](http://www.aboriginalplanet.gc.ca) or contact Rosi Niedermayer, DFAIT, tel.: (613) 944-0634, e-mail: [rosi.niedermayer@dfait-maeci.gc.ca](mailto:rosi.niedermayer@dfait-maeci.gc.ca).

## Canada-Costa Rica trade getting stronger

**C**anada-Costa Rica commercial relations gained momentum in 2003. In mid-September, two separate delegations of Costa Rican companies came to Toronto and St. Hyacinthe, near Montreal, in an effort to enhance business ties between the two countries.

Costa Rican and Canadian business leaders met during a trade visit to Toronto organized by the Costa Rica-

Canada Chamber of Commerce based in San José, Costa Rica. Mission delegates held individual meetings with potential Canadian customers, clients and investors.

Led by Tomas Dueñas, former trade minister who negotiated the Canada-Costa Rica Free Trade Agreement and current head of Costa Rica's Foreign Investment Board, the team addressed an audience of Canadian participants



At the Costa Rica-Canada Chamber of Commerce networking event were, among Canadian and Costa Rican business and government representatives: Louise Léger, Canadian Ambassador to Costa Rica, third from right; Tomás Dueñas, President, Costa Rican Investment Board and former Costa Rican Minister of Trade, sixth from right; Michael Welsh, Director General, Latin America and Caribbean Bureau, DFAIT, eighth from right; Jason Cunliffe, President, Costa Rica-Canada Chamber of Commerce, fifth from right; and Bob Armstrong, President, Canadian Council for the Americas, fourth from right.

### Digging for opportunity

## Kazakhstan oil and gas show a success

The **Kazakhstan International Oil and Gas Exhibition (KIOGE)** is the major oil and gas show in Central Asia and the Caspian Sea region. This year's event was the most successful in its history with over 350 companies displaying their products and services, some 800 delegates and 15,000 visitors attending.

The Canadian pavilion at KIOGE, held in October 2003, included seven Canadian companies and was

organized by the Canadian Embassy in Almaty, in partnership with Alberta Economic Development.

### Poised for growth

Kazakhstan's gross domestic product has demonstrated an impressive growth over the past several years—reaching 13% in 2001—making it the fastest-growing Community of Independent States economy. The country's oil and gas sector is expanding rapidly, with very large deposits identified onshore

at a business breakfast organized by the Canadian Council of the Americas and the Canadian Association of Importers and Exporters. "We were excited to share our optimism about expanding business between Canada and Costa Rica under this new Free Trade Agreement," said Jason Cunliffe, President of the Costa Rica-Canada Chamber of Commerce.

A second trade mission composed of 20 buyers from Costa Rica also took part in the first edition of the **Forum Industriel des Amériques**, held in St. Hyacinthe, Quebec. Costa Rican buyers came to Canada looking for products in the construction, industrial machinery, food (spices and cheeses), furniture, electronic, metals and pharmaceutical industries. These buyers were looking for alternative suppliers to some of the lines they already import from the U.S. Activities included a series of conferences, matchmaking meetings for buyers and exporters, plant visits as well as several networking events to encourage business exchanges.

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Hector Cowan (left), Canadian Ambassador to Kazakhstan, drew the winning ticket for a Calgary Flames jersey. Ivan Velez of IMV Projects held the draw after collecting business cards at KIOGE.

and in the North Caspian Sea. Over the next 10 years, its oil and gas sector will attract some US\$50 billion

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