

- b) Forging partnerships with strategic players in the agri-food sector for promotional purposes: restaurant chains, hotels, catering services and supermarket chains.
- c) Trips by journalists to Canada.
- d) Supporting visits by professional associations, in both directions.

iv) Strategic Alliances and Investment Projects

Increasingly, French and Canadian stakeholders in the agri-food sector are coming to understand the complementarity of their production systems and the drawing power of their respective markets. For this reason, it is becoming more and more desirable to negotiate strategic alliances and investment projects.

Ways of accomplishing this include:

- a) participating in major trade fairs;
- b) organizing visits to targeted companies;
- c) concentrating on complementary sectors and areas in which the other country has special expertise;
- d) organizing trade missions to Canada and France.

Agriculture and Agri-Food (including seafood products): Useful References

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