

## A taste of Canada at BioFach

Representatives from Canada's organic agriculture and food industry were in Nuremberg, Germany, in February to participate in BioFach 2005, the leading international trade fair for the international organic foods and natural products industry. This year, 33,000 visitors attended; an increase of 12% from 2004, and 2,045 exhibitors participated; 8% more than last year, demonstrating the event's exposure potential.

Agriculture and Agri-Food Canada, with the support of other federal and provincial government departments, managed Canada's participation which included more than 25 companies, two associations and four government bodies. Trade fair visitors were invited to meet with organic food producers and exporters at the Canadian Pavilion, and to learn more about Canada's diverse organic agriculture and food sector.

Canada's presence at BioFach 2005 gave organic producers and exporters the opportunity to participate in an international event and promote a wide range of food and natural products, from raw material including grains and pulses, to finished products such as maple syrup, sugars and spreads, energy bars, wild rice, dips, salsas, oils, teas, mushrooms, hemp food products and honey.

"The Canadian Pavilion at BioFach was an excellent example of how to showcase the best Canada has to offer," said Saskatchewan Minister of Agriculture and Food Mark Wartman. "The Pavilion greatly assisted small and medium-sized organic companies in their marketing development efforts in Europe. I was very impressed with the level of activity at the show, the contacts made and resulting business conducted at the Pavilion."

Canadian companies took advantage of Biofach 2005 to investigate market conditions, explore trend-setting innovations and expand business relations with interested European and interna-

*Chef Gurth Pretty offers his tasty creations made from exhibitors' organic products.*



tional agriculture and food industry representatives. It is estimated that on-site sales during the show totalled \$5 million for the Canadian organic industry, with additional sales anticipated in the coming months. Good news for exporters! BioFach 2006 will be held from February 16 to 19, 2006, also in Nuremberg.

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## Canada and Germany sign investment agreement



*Dr. Urda Martens-Jeebe (centre) signs the Letter of Intent as Assistant Deputy Minister John Klassen (left) and German Ambassador Christian Pauls look on.*

Canada signed a Letter of Intent with Germany last month in Ottawa to cooperate on developing investment links, marking Canada's first agreement of this kind focusing on investment. The Letter states that Canada and Germany will explore investment and science & technology opportunities through exchanges of information, best practices, visits, missions, workshops and investment studies.

"The agreement recognizes common interests in developing our mutual investment capacities and enriching our bilateral relationship with Germany," said Assistant Deputy Minister John Klassen, who signed the Letter on behalf of Canada. Dr. Urda Martens-Jeebe, Managing Director of Invest in Germany, signed on behalf of Germany. German Ambassador to Canada Christian Pauls witnessed the deal.

Germany is one of the largest net direct investors in the world, with investment abroad averaging about \$45 billion annually. With estimated assets of \$7.3 billion in 2004, Germany is currently the sixth-largest foreign direct investor in Canada.

The signing took place on May 6, when International Trade Canada's Investment, Science and Technology branch co-hosted a delegation of 25 participants from the German Federal Ministry of Economics and Labour and from German businesses to explore investment opportunities. **For more information**, go to [www.investincanada.gc.ca](http://www.investincanada.gc.ca).

## Disney Company hosts Aboriginal procurement fair

The Native American Business Alliance (NABA) conference was hosted this year by corporate sponsor Walt Disney World, in Orlando, Florida. Close to 300 Native American, Canadian Aboriginal and Fortune 500 companies attended the April event to discuss procurement and business opportunities. Aboriginal companies had the chance to meet with minority diversity buyers from major players, including Coca-Cola, Chrysler, Ford, Wal-Mart, Target, General Mills, UPS, IBM and American Express.

"NABA was an excellent event. The level of contacts was outstanding and the advice offered by corporate reps was very useful," said Calvin Helin, President and CEO of NITA HealthWEB ([www.nitahealthweb.com](http://www.nitahealthweb.com)), a Canadian Aboriginal business. "We received great response and interest in our advanced electronic health care records system that allows large corporations to cut their health care costs."

One of the prerequisites to do business with Fortune 500 companies as a minority supplier in the U.S. is to be certified with the National Minority Supplier Development

Council, an organization which advocates on behalf of American minority-owned businesses and facilitates \$80 billion dollars worth of business between major companies and minority suppliers. Canada has recently established its own Canadian Aboriginal and Minority Supplier Council (CAMSC) in Toronto. The CAMSC has strategically affiliated itself with its American counterpart so that Canadian companies on their database will also qualify as minority companies in the U.S. The Council participated in the NABA conference in order to bridge opportunities for Aboriginal firms into the U.S. market.

The Canadian Consulate General in Miami hosted a Canadian export seminar at the event, which highlighted market opportunities in the U.S. and the expertise of Canadian Aboriginal firms that were in attendance.

Next April, the NABA conference will be held in Albuquerque, New Mexico ([www.native-american-bus.org](http://www.native-american-bus.org)).

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## Caillou charms Portugal

Although he is better known as Ruca in Portugal, most Portuguese pre-schoolers follow Caillou's adventures everyday on the country's state-owned television station. The four-year-old Canadian character has also charmed his way into the hearts of Portuguese parents and has become a huge success since the program first aired on television nearly two years ago.

Recently, an agreement was signed between Caillou's creators—the Canadian company Cookie Jar (formerly CINAR),

Elastic Rights (its intermediary in Portugal) and Warner Lusomundo for the distribution rights to Caillou DVDs and videocassettes in Portugal.

Plans to launch other Caillou products are in the works in Portugal as the character gains popularity. After a successful career take-off in Portugal, Caillou will be looking next door to reach out to Spanish audiences.

New and experienced Canadian companies who are planning to do business in Europe should consider Portugal as a stepping stone to the EU market. The Portuguese are very traditional and prefer to meet new companies through formal channels; our trade commissioners in Lisbon would be pleased to handle the introductions. For novice companies, Portugal is a good place to start.

**For more information**, contact the Canadian Embassy in Portugal, tel.: (011-351-21) 316-4651, e-mail: [lsbon-td@international.gc.ca](mailto:lsbon-td@international.gc.ca), Web site: [www.infoexport.gc.ca/pt](http://www.infoexport.gc.ca/pt).



*From left: Louise Levasseur, Senior Trade Commissioner; Caillou; Fatima Carvalho, Trade Commissioner; and Mercedes Rufino, Public Affairs Officer.*