

As with any type of business activity, it is advisable for Canadian exporters to visit their main customers once a year. Trade fairs and exhibitions are useful occasions for this purpose.

We advise foreign visitors to tour a French supermarket and a French specialty store. This is a practical way of obtaining a first-hand look at the goods available and becoming acquainted with the food sector in France.

Regardless of whether you produce a basic commodity or a processed product, you should definitely consider exhibiting at trade fairs and exhibitions, or at any rate attending them as a visitor. There are three major European events of this type:

- SIAL (le Salon international de l'alimentation [international food fair]), held in Paris in even-numbered years;
- ANUGA, held in Cologne (Koln), West Germany, in odd-numbered years;
- the Feria Alimentaria, held in Barcelona, Spain.

The Canadian government organizes national stands at these fairs, inviting private firms to share space to exhibit their products (see Appendix 3).