For a company engaged prima the cultivation, processing and opment of value-added seawe seaweed-based products, it wa accident to target Japan where of the Japanese diet is seaweed

Market and product researc

"This is one of the facts we dis ered during our extensive ma research," says company Presi Louis Deveau."We had one of people spend six months in Ja studying conditions and requ ments for our products — wit assistance there from Canada Commissioner Service."

With confirmation that Japa indeed looking for cultivated s weed, Acadian's unique cultivat pink seaweed, called Aka Hana was first introduced to the Japa food market in the mid-1990s. on its success, the company so duced green (Ao Hana-nori) an first-ever yellow (Kiku Hana-no

"As a matter of fact," recalls D "this first-ever yellow edible sea was introduced to the Japanes market at the world famous tra FoodEx 2001 where Acadian Se exhibited in the Canadian Pavil There again, we received good tance from the Trade Commiss Service at the Canadian Embas Tokyo which sent out invitation food companies to visit our ext In addition to the time and



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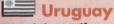
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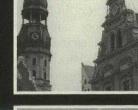
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TODAY'S MARKETS

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This special CanadExport supplement highlights the most promising market opportunities in Estonia, Latvia and Lithuania for agri-food; building materials, construction and forest industries; and information and communications technologies. The Trade Commissioner Service of the Department of Foreign Affairs and International Trade is pleased, as part of its mandate to foster the expansion of Canada's international trade, to serve Canadian companies interested in expanding their export markets in these three dynamic economies.









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