

(record #: 70)

SECTOR: Agriculture, Food and Beverages
AREA: Japan
DATE: TBD 1993
ACTIVITY: Incoming Beef Study Tour
LOCATION: Japan
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A familiarization visit for Japanese buyers highlighting Canadian product quality, production, and supply capabilities.

(record #: 67)

SECTOR: Agriculture, Food and Beverages
AREA: Japan
DATE: Mar 1994
ACTIVITY: Food products and beverages; information booth: Foodex '94
LOCATION: Makuhari
CONTACT: Greg Bates EAITC PNJ_
TELEPHONE: 613-995-8619

The Canadian Embassy in Tokyo will have an information booth at Foodex '94. Canadian companies from across Canada will be recruited to participate in the show. Foodex is a trade show of retail food and beverage products. The show will involve some 1,200 exhibitors from 40 countries. Approximately 90,000 food industry executives and buyers are expected to attend the show.

(record #: 68)

SECTOR: Agriculture, Food and Beverages
AREA: Japan
DATE: Mar 1994
ACTIVITY: Canadian food; solo show
LOCATION: Osaka
CONTACT: Greg Bates EAITC PNJ_
TELEPHONE: 613-995-8619

The Canadian Consulate General in Osaka will host a solo food show following Foodex '94. Companies will be recruited for this show in conjunction with recruitment for Foodex. The objective of the show is to provide a venue for food exporters which have not yet approached Japan's largest regional market, the Kansai, a market of approximately 22 million consumers.