

Rapid changes are occurring in the way food products are processed, distributed and marketed in Korea. Consumer tastes are becoming more Westernized, and Korean consumers are demanding more Western-style fast foods and prepared meals. This modern, industrialized nation has bounced back strongly from the 1997 economic crisis, and has "reopened" for business!

SEOUL, KOREA — March 20-21, 2001 — To help satisfy the Korean appetite for new and different food products by introducing Canadian suppliers to this burgeoning market, the Canadian Embassy in Seoul (<http://210.111.55.1/canada/>) is organizing a Canadian

The Korean appetite for Canadian food products heats up...

Food Show the week following the Japan Foodex Show (www.dfait-maeci.gc.ca/ni-ka/business/sectoral/ag/foodex2001-e.asp).

The Canadian Food Show, which will build on the success of the Millennium Food Show, held last March, is an excellent opportunity for Canadian companies to investigate the new market opportunities that are developing for all kinds of food products in Korea. Tours of local food retail outlets, wholesaler

and discount outlets will also be arranged.

The deadline for registration is November 30, 2000.

To register or for more information, check out the Canadian Food Show Web site (<http://ats-sea.agr.ca/public/htmldocs/e2682.htm>). Or contact:

- Murray Mitchell, Agriculture and Agri-Food Canada, International Marketing Bureau, tel.: (613) 759-7719, fax: (613) 759-7506, e-mail: mitchellm@em.agr.ca
- Agriculture and Agri-Food Canada's MISB Regional Office in your Province.
- Murray Pearson, Canadian Embassy, Seoul, Korea, tel.: (011-82-2) 3455-6056, fax: (011-82-2) 755-0686, e-mail: murray.pearson@dfait-maeci.gc.ca ✪

Women in Business Trade Mission

— Continued from page 2

- **Your Sector in the U.K.** — Industry-specific briefings for each sectoral group with a focus on information technology, service industries and consumer products.
- **Making Contacts (Matchmaking Event)** — Meetings with a guaranteed minimum of five firms, selected and prequalified as suited to each participant's marketing objectives.

The Forum

The Business Forum targets British and Canadian businesswomen heading small and medium-sized export-ready firms. Participants will meet with leading entrepreneurs, management and strategy experts, policy makers and advocates, professional organizations, academics, and the media. The program will strengthen bilateral networks and foster new partnerships among British and Canadian businesswomen, officials and academics.

The Women in Business Forum is the final conference in the Women Crossing Borders series that features prominent women in a range of high-

profile roles. The Forum will offer participants a combination of:

- Workshops and plenary sessions that examine business management practices.
- Keynote speakers on emerging policy issues within the knowledge-based economy.

The program is being developed by the Department of Foreign Affairs and International Trade (DFAIT) in conjunction with the British government's Department of Trade and Industry, the Cabinet Office Women's Unit, and the Foreign and Commonwealth Office.

For more information on this mission, visit our Women Crossing Borders Web site (www.infoexport.gc.ca/mission/menu-e.asp?mission=borders) or contact Joanne Hamilton, U.K. and Ireland Trade Desk, DFAIT, tel.: (613) 995-9766, e-mail: joanne.hamilton@dfait-maeci.gc.ca

For information on similar initiatives, visit our Businesswomen in Trade Web site www.infoexport.gc.ca/businesswomen/menu-e.asp ✪

The New England market

— Continued from page 6

including the Internet, industry associations, periodicals, trade publications, interviews, directories, and local regional government offices. Lists of legal industry associations and law firms in New England are provided to assist Canadians in locating legal counsel in New England or to access the legal services market.

To access these market studies on the Web, click-on www.infoexport.gc.ca

For a hard copy, contact the DFAIT Enquiries Service tel.: 1-800-267-8376 (Ottawa region: 944-4000), fax: (613) 996-9709. ✪