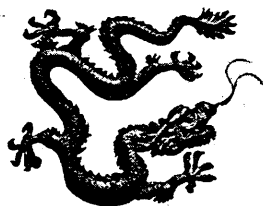


To take advantage of the profile generated by the recent Team Canada visit to Shanghai, the Canadian Consulate General organized a recent two-week Canadian Gourmet Festival with the Carrefour Group. Carrefour is the leading supermarket in China, with 27 stores throughout the country. The festival was held in Carrefour's two most successful Shanghai stores — Jinqiao and Gubei.

Minister Opens Canadian Gourmet Festival

Team Canada Visit to Shanghai



has steadily increased in Shanghai in recent years. In response, Canadian food suppliers are exploring new ways

International Trade Minister Pierre Pettigrew officially launched the Canadian Gourmet Festival at the Jinqiao store on February 14. The event was an outstanding commercial success. Several of the promotional items were sold out before the end of the first week, and Carrefour plans to retain many, if not most, of the promotional items as permanent products.

The promotion featured more than 200 Canadian food products, all readily available in Shanghai. More than 15 Canadian companies participated in the festival, which promoted Canadian beef, wine, ice wine, beer, fruit juice, candies, cookies, maple syrup, margarine and frozen seafood, as well as value-added foods such as frozen and microwavable foods, snacks, tea, coffee, apple sauce, health products and vegetables.

The Canadian Gourmet Festival was an excellent opportunity to increase local consumer awareness of the quality and range of Canadian food products locally available. Demand for Canadian food products



Alain Huang, (2nd from left), Director of Business Development, Manatco Trading House Co. Inc., speaking to International Trade Minister, Pierre Pettigrew. Between them, Philippe Hery, Regional Manager, Carrefour East Region.

to make their products available to Chinese consumers.

Wine tasting receptions, in-store promotions, food seminars, oyster luncheons, and various other outreach programs are frequently organized by the Consulate General to increase local awareness of these high-value fine Canadian foods.

Carrefour stores are unique in China, selling Chinese products in a modern supermarket environment, along with a wide range of imported and value-added staples and specialty goods. This combination of high-

quality domestic and imported foods in a modern setting makes Carrefour Shanghai a favourite supermarket for both local residents and expatriates. It also makes the Carrefour stores the perfect venue to showcase the Canadian Gourmet Festival.

To raise awareness of the event, the Canadian Consulate General designed and distributed 8,000 promotional fliers using the Team Canada motif. Consumer response to the promotion was unexpectedly enthusiastic, confirming the growing sophistication and changing appetite of Shanghai consumers. Frozen foods and confectionery sold out very quickly.

For more information on selling food products to the China market, contact Henry Deng, Senior Commercial Officer, Canadian Consulate General, Shanghai, tel.: (011-86-21)

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