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Spanish eyes see new Canadian products

Fashionable shoppers along Madrid's Gran Via shopping district are now more likely to find Canadian ice wines and other products in some of the city's stores.

But it's not just *Madrilenos* (Madrid residents) who can enjoy these products. They can be found in over 150 gourmet shops, restaurants and supermarkets throughout the Iberian Peninsula thanks to the success of an agri-food industry showcase in the spring. Overall, some 100 products worth nearly \$1 million were introduced to Spain at the event.

The Canadian Trade Commissioner Service had a hand in this success. It has over 140 offices abroad and provides companies with a number of services to help them succeed in new markets.

The showcase in Spain increased the number of active Canadian exporters to

the country and created a special relationship with El Cortes Inglés, Spain's largest retail distributor. Specifically, it improved market access for products like wild rice, special preserves, maple products and alcoholic beverages.

Pillitteri Estates Winery, an icewine producer based in Niagara, Ontario, gives a lot of credit to trade commissioners in Madrid for the company's success at this event. Charles Pillitteri, the company's vice-president of sales, says that the trade commissioner in Spain was a great supporter of Canadian wines and was able to contact prospective companies and introduce them to buyers. "Because of that, we have made great progress in the Spanish market," he says.

The same is true for Quebec-based cranberry producer, La Maison Bergevin. "Entering a new market is very hard," says company president Marie-Claude Bergevin, "but when the trade commissioners are behind us it is much easier and it gives us more credibility."

The agri-food showcase was organized by Foreign Affairs and International Trade Canada and Agriculture and Agri-Food Canada.

For information on other opportunities in Spain, contact the Canadian Embassy in Spain, tel: (011-34) 91-423-32-50, fax: (011-34) 91-423-32-52, email: espana@international.gc.ca.

Expert says connect clients with the cash - continued from page 1

partners, prime contractors—expect inventors to bring a strong track record and potential customers to the table too."

Bradt has some advice for exporters looking to win U.S. homeland security business. "Follow the money," she says. "Public information about federal budgets offer one set of clues. Then check out the grants that the Department of Homeland Security has available for state and local government buyers."

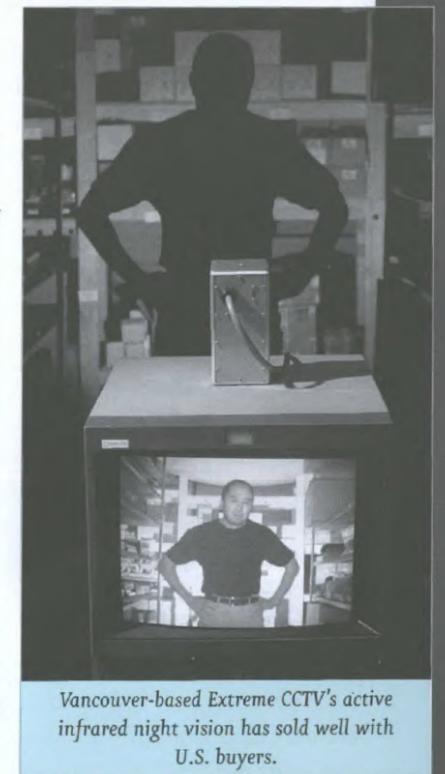
It's also important to connect clients with the cash. "If state and local buyers are hungry for your products but short on cash and time, ask whether you could help them prepare a grant application to get the money they need to buy from you."

Bradt also recommends that exporters assess their odds before they bid. "If you don't already know the buyers before you see the bid notice (through www.fbo.gov

or in Canada, www.merx.ca, for example), they probably don't have you in their minds either. So save your time and money to get to know them and get specified in a Request for Proposal (RFP). Buyers often know who they want to buy from long before the RFP is published. Marketing calls are essential so that your company has top mind-share when the requirement is drafted."

For more information, go to www.international.gc.ca/can-am/main, or contact Louis Poisson, Canadian Consulate General in New York, tel.: (212) 596-1650, email: louis.poisson@international.gc.ca.

For information on Summit Insight, go to www.summitinsight.com. To read the U.S. government's *Nationwide Plan Review*, go to www.dhs.gov/dhspublic/display?content=5693.



Vancouver-based Extreme CCTV's active infrared night vision has sold well with U.S. buyers.