

CANADIAN FOODS TAKE THE SPOTLIGHT IN...

MALAYSIA

The Canadian Food Fair, "A Taste of Canada", was held in Malaysia from September 28 to October 11, 1990, at major retail outlets of Cold Storage and at the Regent Hotel. The Fair was a truly cooperative Canadian-Malaysian venture and was jointly organized by the Canadian High Commission, Taste of Canada Co. Ltd of British Columbia, Canadian Airlines International, the Bank of Nova Scotia, the Regent Hotel and Cold Storage (M) Sdn Bhd.

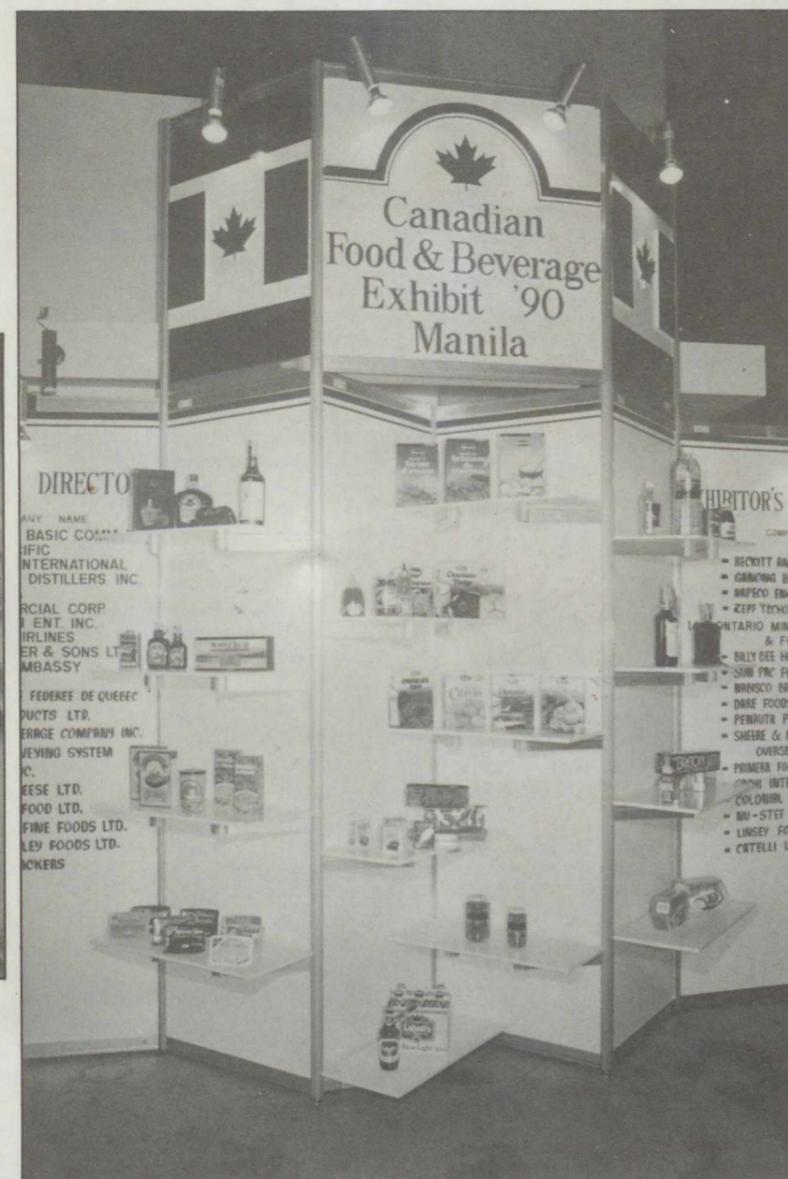
As a special feature of the Food Fair, Gold Medal Chef Marcel Kretz was a guest chef at the Regent Hotel and James Whetung of Black Duck Wild Rice prepared wild rice in cooking demonstrations at the various shopping centres.

Canada is a major producer of foods to the world market and exported \$16.05 million worth of food and agricultural products to Malaysia in 1989, which was up 13% from 1988. Canadian exports are expected to increase even more substantially in 1991. The latest food products introduced by Canada to the Malaysian market are air-flown lobsters, fresh fruit, fish and halal beef.

In conjunction with the Food Fair, Canadian native art was on display in Kuala Lumpur and received laudatory reviews from Malaysians and Canadians alike. On October 8 to 18, 1990, the Canadian High Commission proudly displayed the "People of the Cedar" exhibit at Bangsar Shopping Center. The People of the Cedar are the native people of the Pacific Northwest Coast of Canada.



The Cold Storage supermarkets were decorated with totem poles and "maple leaves"



A sample of Canadian products displayed at the Canadian Food and Beverage Exhibit in Manila

SINGAPORE

The Canadian High Commission assisted in organizing a Canada Food Fair hosted by Cold Storage Retail at all Cold Storage outlets in Singapore from October 25 to November 8, 1990.

Held for the first time in a retail capacity, the fair featured a wide variety of food products from across Canada. The key objective was to boost Canada's presence in the local food industry and offer to Singaporean households an opportunity to sample Canadian products under the promotion theme, "Discover the Taste of Canada".

The official opening on October 25 was attended by Mr Bernard Gagosz, the Canadian High Commissioner to Singapore, with the Commercial Counsellor Mr Denis Comeau, Mr Rick St Maurice of Air Canada and Provincial Representatives from Ontario, British Columbia and Alberta. Mr Geoffrey Adams, the Divisional Director of Cold Storage Retail, led the Cold Storage team which accompanied the delegation for a walkabout tour

of Cold Storage's Centrepoint outlet, followed by a lunch hosted by Mr Adams.

Air Canada donated all the lucky draw prizes, which included two return air tickets to any Canadian destination, luggage sets and teddy bears. Twelve 1/4 oz Maple Leaf gold coins were given away in a contest for Cold Storage credit card holders. In addition, The Westin Stamford provided a chef during the first three days of the promotion to demonstrate aspects of Canadian cuisine.

In preparation for the event, the High Commission sponsored the visit of two senior Cold Storage buyers to Canada in August to gain exposure and access to key contacts in the Canadian food industry, and to select a range of products for the promotion.

As products from Canada have traditionally had a low profile in local food imports, it is hoped that the prominence and leading market position of Cold Storage can play a contributing factor for Canadian products to establish a permanent presence in the local marketplace.

THE PHILIPPINES

Building on the success of the first show in November 1989, the Canadian Embassy in Manila launched the second Canadian Food and Beverage Exhibit at the Manila Peninsula Hotel, from October 16 to 20, 1990. The exhibit was designed to promote Canadian food and beverage products and related equipment already on the Philippine market, and to find local agents or distributors for other products not yet represented.

Six local firms promoted their Canadian products, including B.C. apples, Canadian whiskey, purebred swine, wheat, canned fish products, beer, a variety of packaged and canned foods and institutional

cookware. A further 30 products, including a wide variety of grocery products and food ingredients as well as food processing, packaging and labelling equipment were displayed in the Canadian Embassy booth.

Exhibitors were very pleased with the quality of contacts established, particularly those from the hotel, restaurant and supermarket business. The Embassy hopes to see a doubling of the number of Canadian products available locally over the coming year.

Canadian grocery products were also displayed for sale in a large Canadian exhibit at the Landmark Supermarket. Sales were brisk, and the Landmark has since reordered many items.

The public was given an opportunity to sample Canadian cuisine at Canadian food festivals in two restaurants in the Manila Peninsula

Hotel, and at four other restaurants belonging to the LJC Restaurant Group, in Manila and in Cebu in central Philippines. The festivals, focussing on B.C. salmon and Alberta beef, were extremely popular, and all restaurants ran out of supplies well before the food festivals were over.

A highlight of the week was a luncheon attended by 110 members of the Canadian Chamber of Commerce of the Philippines which featured Canadian Chardonnay, B.C. salmon poached to perfection, fiddleheads and a delectable maple mousse. The guest speaker was the Philippine Secretary of Defence, Fidel Ramos, who gave an interesting and reassuring assessment of the security situation. The lunch will go down as one of the best ever in the Chamber's history.

Coming on the heels of the Food and Beverage Exhibit was the International Bazaar this November, where a variety of Canadian food products including apples, canned fish products and smoked salmon went on sale to the public at the Canadian Embassy booth.

All in all, these events have been highly successful in raising Canada's profile, and in promoting quality Canadian food products. Thanks go to Air Canada, Canadian Airlines, Cathay Pacific and Singapore Airlines which helped fly in the various items. Thanks also go to the Ontario Ministry of Food and Agriculture for coordinating the shipment of a wide variety of Ontario products, as well as to all the Canadian firms who contributed to the success of the show.