

New York Summer Fancy Food Show

NEW YORK CITY — July 8-10, 2001 — The 47th Annual Summer International Fancy Food & Confection Show is one of the most important annual expositions for the gourmet/specialty food trade in the United States (a US\$13 billion market). And to be in the midst of the action, the Canadian pavilion is the ideal place.

Organized by the National Association for the Specialty Food Trade (NASFT), the Summer Fancy Food Show typically features more than 2,000 U.S. and foreign exhibitors and 30 international pavilions displaying 60,000-plus products. The show draws 25,000 qualified buyers from more than 75 countries, including senior representatives from virtually every segment of the retail and food service industries: retailers, restaurateurs, brokers, wholesalers, importers and other distributors of gourmet, specialty and ethnic foods.

Located in the popular International Section, the Canadian pavilion will have 26 booths and will offer a full range of services to participating exhibitors. Serve the visiting crowds your mouth-watering Canadian specialties, and sign them up for a contract!

Another major feature of the show is its many workshops and seminars on new products, trends, distribution and marketing. Scheduled for July 6 is

a daylong seminar on "The Basics of the Specialty Food Trade." Led by NASFT president John Roberts, the information-packed workshop offers practical insights and business-building specifics. The Canadian Consulate General in New York will bring a delegation to the event, made up of export-ready Canadian companies interested in doing business in New York, New Jersey and Connecticut. Space is limited, so apply early. The application deadline is June 1.

For more information on the New York Summer Fancy Food Show, visit the NASFT Web site: www.fancyfoodshows.com and follow the links for details on exhibiting/attending.

For more information on the Canadian pavilion, contact David P. Watters, International Trade Show Manager, Agriculture and Agri-Food Canada, tel.: (613) 759-7739, fax: (613) 759-7506, e-mail: wattersd@em.agr.ca Web site: <http://ats-sea.agr.ca/public/htmldocs/e0009.htm>

For more information on joining the Canadian delegation to the July 6 workshop, contact Lisa Rambert, Business Development Officer, Canadian Consulate General, New York, fax: (212) 596-1793, e-mail: Lisa.Rambert@canapple.com Web site: www.canapple.com *

International Fair of Ecuador

GUAYAQUIL, ECUADOR — July 23-29, 2001 — The 17th International Fair of Ecuador, organized by the Guayaquil Chamber of Commerce, will take place this year in Durán, 15 minutes from downtown Guayaquil.

Held every two years since 1970, the trade fair is a major gateway for international trade with Ecuador. Delegations are expected from throughout the Americas and the European Union.

The fair will highlight the sectors of agriculture, fisheries, mining, petroleum, telecommunications, electricity generation, construction and industrial machinery, tourism, informatics, and more.

Exhibitors who register and pay their fees before June 15 will be listed in an official catalogue.

If you are interested in taking part, contact the Canadian Embassy in Quito before May 15, 2001: Richard Dubuc, Vice-Consul and Trade Program Manager, Canadian Embassy, Quito, tel.: (011-593-2) 506-162, fax: (011-593-2) 503-108, e-mail: richard.dubuc@dfait-maeci.gc.ca or quito@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ec

To register directly with the organizers, contact Maria José Larrea, Guayaquil Chamber of Commerce, tel.: (011-593-4) 682-771, fax: (011-593-4) 681-088, e-mail: mlarrea@ccgye.org.ec or feria@lacamara.org *

Canada to offer the world's most wanted food products at ANUGA 2001

COLOGNE, GERMANY — October 13-17, 2001 — This year, ANUGA 2001 will be the number one trade show for decision makers in the food and beverage industry around the world. And at the top of their wanted list will be products marked "made in Canada," a guarantee of food safety and high quality.

Agriculture and Agri-Food Canada is organizing a Canadian pavilion at the fair; this will give exhibitors access to a full range of services enabling them

to seize the many opportunities available. For those who can't attend, an ad in the 2001 Canadian Exhibitors brochure will help them reach over 8,000 industry professionals, including businesspeople, journalists, editors, and buyers in the food and beverage industry. Another option is to sponsor a Canadian pavilion event.

For more information on participating in ANUGA, contact David P. Watters, International Trade Show

Manager, Agriculture and Agri-Food Canada, tel.: (613) 759-7739, fax: (613) 759-7506, e-mail: wattersd@em.agr.ca

For more information on food and beverage opportunities in Germany, contact Stephan Rung, Commercial Officer, Canadian Consulate, Dusseldorf, tel.: (011-49-211) 172-1718, fax: (011-49-211) 359-165, e-mail: stephan.rung@dfait-maeci.gc.ca Web site: <http://ats-sea.agr.ca/agrifood-canada-germany/index.html> or Yvonne Gruenthaler, Northern Europe Division, DFAIT, tel.: (613) 943-0893, fax: (613) 995-6319, e-mail: yvonne.gruenthaler@dfait-maeci.gc.ca *