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# CANADEXPORT

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## ***Moules frites with a distinctly Canadian flavour***

Earlier this year, Canadian Mussels Ltd. of Prince Edward Island announced a strategic partnership with the Dutch company Prins & Dingemanse (P&D) to supply them with rope-cultured mussels for the European market. P&D is

one of Europe's largest mussel distributors.

Canadian Mussels Ltd. is an innovative supplier of high quality blue mussels with an annual output of over 5,000 tons. Shipments to Europe are made possible using a revolutionary modified atmospheric pack (MAP), developed by P&D in 1997.



Both the Canadian Embassies in Brussels and The Hague have been working closely with P&D to promote the launch of Canadian mussels into the Dutch and Belgian markets. Presented in a bright yellow MAP with a distinctive red maple leaf, the Canadian mussels have been well-received by the market, especially from October to April when the supply of Dutch mussels is limited. Canadian mussels are free of sand and grit, and are larger and softer in texture and slightly sweeter than Dutch mussels.

Europe is an excellent market for Canadian mussels, as Europeans consume large quantities of the tasty molluscs.

see page 2 - Moules Frites

## **Canada and U.S. aerospace industries meet at B.C. air show**

**Abbotsford, B.C. >** With a long-term goal of developing the Pacific Northwest aerospace cluster in mind, representatives from prominent U.S. and Canadian engineering, manufacturing and maintenance, repair and overhaul (MRO) companies met in Abbotsford, B.C., for an informal networking mission organized in part by the Canadian Consulate General in Seattle.

The August mission focused on building personal and professional contacts between Canadian aerospace leaders and companies across the border. Hosted by the City of Abbotsford, in partnership with the Aerospace Industry Association of British Columbia (AIABC), the Pacific Northwest Aerospace Alliance (PNAA), the Canadian Consulate General in Seattle, the Snohomish County Economic Development Council and the State of Washington, the "sold-out" event succeeded by uniting potential business partners.

In Abbotsford, a delegation of 150 U.S. and Canadian representatives engaged in a series of tours to British Columbia aerospace and educational facilities. Following a tour of the state-of-the-art Cascade Aerospace operation, the guests enjoyed a spectacular performance at the Abbotsford International Air Show.

The CEO of Aviation Alberta, the AIABC Executive Director, the PNAA Chairman and the Canadian Consulate agreed to the next level of cooperation, furthering the reciprocity accord between the associations.

see page 2 - B.C. Air Show



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