

Our display is representative of the full Canadian agri-food sector. With all major commodities represented there was a balanced mixture of small, medium and large companies from all regions of Canada.

The real success of ANUGA 89 for Canada can be measured in sales - \$7.4 million on site with \$77.3 million forecasted. Some 1000 serious enquiries were received from 28 different countries. Sixteen agents were engaged with 18 pending.

In addition to the exhibition itself ANUGA was the centre of an intensive week of activities and functions for Canadians which served to highlight the importance of ANUGA as the centre of the world food industry in all its myriad aspects.

ANUGA provided the opportunity for a food exporters mission under the new NEXOS programme to visit Europe. The group consisted of 16 companies, including 7 fish exporting companies from all regions of Canada. NEXOS members are first time exporters and as such were given a comprehensive program to introduce them to the German market. This included a seminar providing an overview of the German food industry and a visit to three supermarkets to develop an understanding of the functioning of the retail sector.

Comments by mission members on the outcome of the mission were overwhelmingly positive. Linking a NEXOS mission to an important international trade show such as ANUGA proved to be very productive. Members of the mission were able to make contact with potential customers in some 20 countries. In addition, the opportunity to observe the high standards of competition in the European marketplace was a unique experience for first time exporters. The NEXOS mission reported achieving a sales volume of \$2.4 million. A repeat mission has been proposed for ANUGA in 1991.

The Tengelmänn Group, West Germany's largest retail organization sponsored a reception and meeting with Canadian exporters to outline proposals for Canada Week scheduled for October 1-13, 1990. The meeting itself attracted 190 people including Canadian companies, federal and provincial trade representatives and store managers from the Tengelmänn Group.

The event which will be supported by External Affairs takes place in 65 stores of a Tengelmänn subsidiary which caters to products in the middle price range. These stores have a turnover of 2.5 billion DM and have average floor space of 2,000 - 5,000 square metres. The Tengelmänn Group has more than 3500 retail outlets throughout Germany and the promotion is a unique opportunity for Canadian companies to gain a foothold in the huge German retail market.

The promotion should attract about 100 Canadian food products. Fish products are expected to figure prominently. Every new Tengelmänn store has a custom designed fish section and particular emphasis is placed on the higher value species such as crustaceans.