

Fishing for business at Conxemar 2006

Vigo, Spain, October 3-5, 2006 > Catch the next wave at **Conxemar 2006**, a major international frozen seafood exhibition. Last year's edition was a big success as 33,000 visitors from 70 countries attended.

A total of 12 Canadian companies were part of Conxemar 2005. As in previous years, there was strong representation from East Coast Canadian companies which exhibited high-end products like lobster, snow crab and scallops. Each year, a growing number of West Coast Canadian companies display popular products like Canadian wild salmon, and less well-known ones like Pacific halibut, octopus, white tuna, black cod and pink shrimp.

Exhibitors were satisfied with results from last year, and the majority of them intend to participate in the next event. Furthermore, the governments of New Brunswick and Newfoundland and Labrador have shown a strong interest in attending this year.

Canadian participation in Conxemar is the result of a partnership between Fisheries and Oceans Canada, Agriculture and Agri-food Canada, the Canadian embassies in Spain and Portugal, and most importantly, Canadian companies. In fact, Conxemar has become an indispensable event for the implementation of Canada's national fisheries policy.

For more information, contact Marc Lionel Gagnon, Canadian Embassy in Spain, tel.: (011-34-91) 423-3228, fax: (011-34-91) 423-3252, email: marc.l.gagnon@international.gc.ca.

Russian telecom fair a 'big show for a big market'

Moscow, Russia, May 10-13, 2006 > Canadian exporters are sure to benefit from participating in **Sviaz Expo Comm 2006**, Russia's largest international exhibition and conference for communications technologies.

Last year, some 70,000 visitors attended the exhibition. Ten Canadian companies were among the 870 exhibitors and they reported excellent results. This year, over 800 exhibitors have already signed up, 30% of which are international companies.

In 2004, Russia spent nearly \$2.6 billion on telecommunication equipment, of which \$1.8 billion was imported. Furthermore, in 2005, it is estimated that total telecom services revenues in Russia reached \$26 billion, a 30% increase over 2004, with just over half of this going to mobile operators.

The following technologies are of particular interest in the Russian market:

- **Technology for long-distance voice and data:** Ten companies have been awarded new long-distance licenses;
- **Broadband data communications:** Operators are building high-capacity networks to offer bundled services;
- **Satellite communications**, particularly for corporate communications; and
- **Wireless telephone technology**, particularly for the GSM standard.

Canadian exporters interested in procuring booth space at the show may wish to contact the organizer, E. J. Krause, directly at www.ejkrause.com/events/3206.html for more details.

For more information, contact Steven Goodinson, Canadian Embassy in Moscow, email: steven.goodinson@international.gc.ca, or Karel Anctil, International Trade Canada, email: karel.anctil@international.gc.ca, website: www.expocomm.com/moscow.

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For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.

Publication Mail Agreement Number: 40064047

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Return undeliverable Canadian addresses to:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2



CanadExport is published twice a month by International Trade Canada's Communications Services Division.
Circulation: 54,000

CanadExport paraît aussi en français.
ISSN 0823-3330

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Turkey's agri-food market - from page 1

is also an exporter of agricultural and farm products. In 2004, Canada exported \$52 million worth of agri-food products to Turkey, including wheat, lentils, eggs, tobacco and chicken.

Consumer expenditures on food in Turkey exceeded \$55 billion in 2004, representing an increase of 13% over the previous year. The market for packaged and processed food is emerging and exceeded \$21 billion in 2005, an increase of 4.7% over 2004. Euromonitor International forecasts that sales of packaged food in Turkey will reach \$27.8 billion by 2009, increasing by 28% in 2004. Sales of chilled and processed foods will lead the growth, followed by confectionery, sweet and savoury snacks, oils and fats, ice cream, dairy products, spreads, sauces, frozen and baby foods. Sales of chilled and processed foods are expected to increase at an average annual growth rate of 6.4% from 2005 to 2009.

Sales of alcoholic beverages are increasing as well. In 2004, sales reached \$7 billion, an increase of 56% over 2003. An increasingly younger population, a rising rate of urbanization, increased disposable incomes, and a greater interest in Western lifestyles have all played a role in the growth of alcoholic beverages. In fact, wine sales in 2004 increased by 37% over the previous year.

Another factor in the rising food market in Turkey is the growing tourism industry. Some 17 million tourists, mostly European, visited Turkey in 2004, generating more than \$14 billion in revenue. This sector is expected to reach \$27 billion in annual revenue within five years. Continued growth in the tourism sector has led to an increase in the number of foreign cuisine restaurants, both inside and outside of hotels.

The Turkish government is placing special emphasis on the food-processing industry and is taking measures to stimulate investment and technology transfer in this sector. As a result, the food sector is becoming very attractive for suppliers and foreign investors.

Opportunities

Current Canadian agri-food exports to Turkey include grains and oil seeds, wheat (non-durum), lentils, fresh eggs, tobacco, live chicken and seafood. Expanding and emerging opportunities for Canadian agri-food exporters include grains and oil seeds, wheat (non-durum and durum), soybean and soybean residue, corn, pulses, processed foods, vegetable oils, gourmet seafood, sauces, wine, beer, blueberries, confectionery products, snacks, frozen food, baby food, pet food, bovine breeding and artificial insemination, seed potatoes and food ingredients for processing.

The Canadian-Turkish Business Council, with the assistance of the Canadian Embassy in Turkey, the Saskatchewan Trade and Export Partnership, International Trade Canada and Agriculture and Agri-food Canada, is planning an agri-food mission to Turkey from November 6 to 10, 2006.

For more information on market opportunities and the upcoming agri-food mission to Turkey, contact Sohrab Oshidar, Agriculture and Agri-food Canada, tel.: (613) 759-7693, fax: (613) 759-7506, email: oshidars@agr.gc.ca, website: <http://ats.agr.ca>.

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Cuddy Farms Invests in Turkey

In 2003, Cuddy Farms of Strathroy, Ontario, a global leader in the production of commercial turkey-hatching eggs and day-old poults, purchased a modern hatchery (below) near Bandirma, Turkey, to better serve Cuddy's Turkish customers and to supply emerging turkey markets in the Middle East and surrounding areas. Cuddy's commercial production will benefit from the rapid growth in turkey consumption that is expected over the coming years.

