

IBOC and Emerging Agri-Food Sectors in Canada

Helping you find Canadian companies

by Alan Amey

Rising interest in products from Canada's emerging agri-foods sectors has led IBOC to add four new agri-food sectors. The search process has been simplified, allowing specialized requests to be processed faster.

To help trade officers source difficult-to-find commodities, emerging sectors are added each year. Through consultations with experts at Agriculture and Agri-Food Canada, four sectors were chosen for 1999-2000:

- organic foods
- nutraceuticals
- functional foods
- ag-biotechnology

How to contact IBOC

The Electronic Sourcing Request Form is the easiest way to submit a request. It can be accessed three ways:

- Intranet (<http://ibocintranet>)
- WIN Exports (click on IBOC to start)
- CITRIX (trade applications)

Simply click on **Sourcing Request, File**, then **New Form**. Fill in the necessary fields (especially the product description) and click **Send to IBOC**. You can also fax your request to 613-996-2635 or e-mail it to iboc@dfait-maeci.gc.ca.

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in recognition of exceptional efforts that have contributed to the efficiency of the International Business Opportunities Centre's operations.

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en reconnaissance de son travail exceptionnel qui a contribué à l'efficacité du Centre des occasions d'affaires internationales.

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