

During a recent visit to Wenzhou, Zhejiang province, agriculture sector officers of the Canadian Consulate General in Shanghai identified a business opportunity for Canadian canola meal to be sold to a local Chinese feed company. According to the company managers, the region around Wenzhou lacks feedstuffs, and the company purchases 10,000 to 20,000 tonnes of feed from northeast China annually to meet the demand. The officers grabbed the opportunity to introduce and promote Canadian canola meal as a supplement for Wenzhou feed production. The differences between canola and rapeseed meals were explained during the visit, and the feed company managers expressed an interest in using Canadian canola meal.

Following this market lead, Canadian companies have since succeeded in selling 300 tonnes of Canadian canola meal to the Wenzhou feed company for first trial. The feed company has since produced and tested a new feed product using canola meal and reports that it would consider using Canadian product for production, as well as promoting the product to the members of the Wenzhou Feed Association (which has more than 29 members).

In China, canola oil is crushed and marketed as a cooking oil, but the canola meal is not typically used. Most Chinese feed producers do not understand the value of canola meal, believing it to be the same as rapeseed. Often, because of this limited appreciation for the value of the meal left over after pressing, canola meal is exported to Korea, Southeast Asia, and even back to North America. The increase in China's population and disposable income will result in increased meat consumption and a greater demand for animal and feed products.

Entering the market

There is significant demand for Canadian feedstuffs and protein

supplements. However, entering the Chinese market requires particular preparation and an appropriate business plan. Canadian exporters are advised to learn all they can about the market, and must pay close attention to finding the right partner and

Successful sales

Canadian canola meal in China



to providing resources to penetrate and develop this market. As the Chinese feed industry is not familiar with feed peas and has minimal knowledge of the difference between canola meal and rapeseed, Canadian exporters must demonstrate the value and effectiveness of Canadian feed ingredients. Methods such as

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and Enterprise nationale de travail des puits (ENTP) [National Wells Corporation].

Agreements signed in Spain:

- SNEMO of Quebec, designer and manufacturer of energy transmission equipment, signed a distribution agreement with Electromediciones Kainos, which specializes in the distribution of measuring instruments for the electronics sector.
- CP Ships of Alberta signed a co-operation agreement with ASECO to improve the freight shipping system between ports in Spain and ports throughout America, Asia, the Middle East and Oceania.
- Filmbanc of Toronto, a producer of advertising films, formed a

partnership with Lee Films of Madrid, the 1999 winner of the Spanish award for best television advertising.

For more information on the mission, consult the following Web site: www.tcm-mec.gc.ca/Maghreb-IberianPeninsula/menu-e.asp

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