

Toronto/Vancouver:

World Markets Come to Cities' Doorsteps

Toronto is the immediate venue (June 15, 1994) for **World Markets at Your Doorstep**, a one-day table-top trade show and seminar that has proved successful in Edmonton, Montreal and Halifax.

Later (December 8, 1994), this continuing cross-Canada event will be held in Vancouver.

World Markets at Your Doorstep helps exporters and potential exporters to tap into the global networks, contacts and expertise of Canadian and international trading houses.

To date, manufacturers who attended the above-mentioned events have generated an estimated \$25 million in new export sales and ventures.

Their success is due to meeting one objective: *introducing qualified suppliers to selected trading houses and their extensive overseas contacts and expertise.*

The Toronto series is expected to attract more than 150 foreign and Canadian trading houses and 225

Ontario suppliers. This is a rare chance for Ontario suppliers to explore international business with this number of trading and for traders to meet the best Ontario has to offer.

This event is co-organized with the Ontario Ministry of Economic Development and Trade (MEDT) and FEDNOR which will be selecting the suppliers to be invited.

Interested manufacturers and food processors should contact Ken Campbell, MEDT, tel.:(416) 325-6659, fax:(416) 325-6653 for further information. Trading houses

are invited to contact Mike Reshitnyk, Department of Foreign Affairs and International Trade, Ottawa. Tel.:(613) 996-1862. Fax:(613) 996-1225.

Co-sponsors of the Vancouver series include B.C. Trade Development Corporation and Western Economic Diversification.

Interested B.C. suppliers should contact Dale Harvey of the B.C. Institute for Studies in International Trade. Tel.:(604) 844-1905. Fax:(604) 660-3917. Trading houses should contact Mike Reshitnyk, as above.

Bangers in Britain — from page 1

are North American.

For example, at Sainsbury, the largest UK food retailer (with \$2 billion annual profits), own-label accounts for approximately 70 per cent of sales and continues to expand. Recently, Cott Inc. of Toronto signed a contract to market soft drinks under the Sainsbury label. Marks and Spencer are 100 per cent St. Michael's brand.

Good opportunities exist for high volume sales in product categories where Canada is a price competitive supplier, (e.g. canned and frozen sweet corn, canned asparagus, canned salmon, whisky, cheese, canned cherries), and also for certain products where "Canadian" is a major element of the selling proposition (e.g. St. Michael's brand "Canadian"

honey, Sainsbury brand "Canadian" beer).

Last year, Harrods Department Store began carrying frozen perogies from Heritage Foods of Alberta. What could be more Canadian!

If you would you like to tempt the British palate with your product, inform the **Canadian High Commission**, One Grosvenor Square, London W1X 0AB. Fax: 44 71 258-6384.

The contacts are: **Gordon Parsons**, Counsellor, (Agriculture and Fisheries). Tel.: 44 71 258-6663; **Janet Farmer**, Commercial Officer, (Agriculture and Fisheries). Tel.: 44 71 258-6665; **Charles Trevor**, Commercial Officer, (Processed Foods). Tel.: 44 71 258-6664.

AGENDA

Toronto — May 12 & 13, 1994 — Identifying and Accessing Infrastructure Opportunities in Canada and Developing Nations Seminars—Contact Garvie Brown, Conference Manager, Institute for International Research, Toronto. Tel.: (416) 928-1078. Fax: (416) 928-9613.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

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