

Clearwater launches new lobster product in Europe

Frozen, shell-off raw lobster meat is the latest in a line of new products offered by **Clearwater**, a Nova Scotia-based company. It is the world's largest exporter of fresh, live lobster and has become an industry leader by expanding options and markets for traditional seafood products.

Previously, the only way to obtain raw meat was to buy live lobsters. However, the time and costs of cooking, shucking, storage and waste dissuaded chefs from offering multiple menu selections or serving to large banquet functions.

Canadian embassies in Brussels, Copenhagen, Stockholm and Oslo joined forces with Clearwater recently to host demonstrations of this new product to top level chefs and seafood importers and distributors in each market. These receptions followed the initial product launch held earlier in the year in conjunction with the Canadian Embassy in Paris.

The chefs, importers and distributors benefited from first-hand exposure to the product which was prepared in a variety of ways by Stephan Czapalay, Clearwater's Corporate Chef. A cooking demonstration is an excellent way to support a product launch in a highly targeted fashion that goes beyond the traditional trade show approach. Combined with Canadian shrimp, scallops, wine and beer offerings, the events showed how high-quality Canadian food and beverage products can be combined with distinct culinary cuisines.

"The creative juices of chefs start flowing when they see this product and start thinking of the multitude of new applications now open to them," says Bernard Leger, Director of Sales for Clearwater Europe. "This product was created to meet the demands of customers anxious to do more with lobster, affordably and efficiently. Lobster is an exquisite product, but traditionally

there are not a lot of serving methods so this product expands the chef's options significantly. It is exciting to have high demand for a product even before it has hit the market," adds Leger.



Shirley Wolff Serafini, Canadian Ambassador to Norway, attended Clearwater's lobster presentation accompanied by (from left): Jaakko Komulainen, Clearwater Europe; Georges Lemieux, Commercial Counsellor, Canadian Embassy in Oslo; Stephan D. Czapalay, Clearwater's Corporate Chef; and Tore Wannebo of Wannebo International.

Date change for Chicago apparel trade show

CHICAGO, ILLINOIS — The Women's Apparel Rep Locator trade show will now take place from **March 17 to 20, 2005**. If your women's wear company is looking to enter the U.S. market, be a part of this exciting event. Attend an intensive educational session, display your line and speak to local reps.

For more information, go to www.chicago.gc.ca and click on "Doing business in Chicago," or contact Ann F. Rosen, Canadian Consulate in Chicago, tel.: (312) 327-3624, e-mail: ann.rosen@international.gc.ca.

More Canadian seafood firms are taking a new interest in the European market, where demand for seafood has been traditionally high and many local supplies are in decline. Europe has the dietary preferences and income levels that make high-quality seafood from Canada a sure winner.

For more information, go to www.clearwater.ca.

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Europe's environmental commitments drive opportunities for Canada

With the Kyoto Protocol coming into force on February 16, 2005, and the adoption of European Union environmental directives and commitments, Canada's environmental companies have an opportunity to capitalize on the European imperative to adopt innovative and environmentally friendly products, technologies and services in Europe.

This supplement provides an overview of the market in environmental products and services in Germany, Italy, Switzerland, Hungary, Poland, the Czech Republic, the Republic of Ireland, and the Nordics and identifies some focal sub-sectors in these respective countries.

For more information on environmental industries in Europe and to obtain market reports and information sheets, consult the Canadian Trade Commissioner Service Web site at <http://www.infoexport.gc.ca/ie-en/IndustrySector.jsp> or contact one of the trade commissioners listed hereafter.