

Russian Far East

Agri-food Trade Mission Reaps Rewards, Sows Seeds for Follow-up

A five-day Canadian agri-food trade mission to the Russian Far East in late March 1996 is likely to be repeated later this year.

Since the mission, there have been modest sales of food products and one Canadian company was to return to the region to pursue discussions on a possible joint venture.

In a further follow-up, the Canadian Embassy in Moscow uncovered a requirement to equip — with booth furnishings and partitions — a new trade fair building (760m²) in Vladivostok.

Identified, as well, was an interest in Canadian technology to produce doors and windows and to import other Canadian construction materials.

Mission Benefits

The Canadian companies gained a better understanding of the market in the Russian Far East.

In addition to being briefed on economic conditions in the region, the delegation met various government officials; officials of the Association for Business Cooperation with the countries of the Asian-Pacific Region in Khabarovsk; and visited the

Primorsk Chamber of Commerce and Industry in Vladivostok.

They toured markets, food stores, several food processing plants and a food industry training institute, and held individual meetings with food processors, distributors, trading houses and importers in Khabarovsk and Vladivostok.

They also made presentations about their products and their interest in partnerships with companies in the Russian Far East.

Diverse Interests

The seven participating companies in the March mission had a range of sectoral interests.

One firm sought a joint venture in the shrimp fishery. The others promoted sales of combine harvesters, beef products, chicken delicatessen and pork products, table potatoes, seed potatoes, processed potato products and potato-growing technology, mini-bakery equipment, baking technology and flour, and frozen vegetables, french fries and juices.

Mission Organizers

The mission, which included representatives from the Canadian

Exporters' Association and the Alberta Government Agriculture Department, was organized by the Canadian Embassy in Moscow, with assistance from the Citizens Democracy Corps in Khabarovsk and the USAID Business Support Center in Vladivostok.

The mission to Khabarovsk and Vladivostok took place under the Canadian Government's **New Exporters Overseas (NEXOS)** program, the focus of which is to educate companies about a new market. **NEXOS** missions are not intended to produce sales on the spot, though there have been several shipments to the Russian Far East as a result of the mission.

Contacts

The Government of Canada is considering a follow-up **NEXOS** mission to the Russian Far East for the agri-food sector later in 1996.

Interested companies seeking additional information should contact Ben Gailor, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 992-8590; Fax: (613) 995-1277; E-mail address: ben.gailor@extott04.x400.gc.ca



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