

(record #: 54)

SECTOR: Agriculture, Food and Beverages
AREA: Western Europe and European Community (EC)
DATE: Nov 1993
ACTIVITY: Semen; buyers from Denmark to
LOCATION: Ontario, Saskatchewan, Alberta
CONTACT: Helene Guillot
TELEPHONE: 613-995-4730

EAITC

RWT_

Six buyers from Denmark will visit Ontario, Saskatchewan, Alberta in November 1993 to consolidate and penetrate Danish market for breeding stock. Two buyer/Association officials from each of three breeds (hereford, angus, holstein-friesian) will visit Canada to see unproven bulls.

(record #: 55)

SECTOR: Agriculture, Food and Beverages
AREA: Western Europe and European Community (EC)
DATE: Nov 1993
ACTIVITY: Food products; information booth: Igeho Food Show
LOCATION: Basel
CONTACT: Lorraine Reardon
TELEPHONE: 613-996-2147

EAITC

RWT_

Post has participated at Igeho in 1989 and 1991. It is the most important food show in Switzerland and Canadian participation has included outgoing missions as well as provincial participation at our information stand. In addition, every six years, Igeho is significantly larger because of the concurrent Salon culinaire mondial (SCM). The SCM will occur at Igeho 1993 and a delegation of Canadian chefs is expected.

(record #: 62)

SECTOR: Agriculture, Food and Beverages
AREA: Western Europe and European Community (EC)
DATE: ONG 1993
ACTIVITY: Canadian food; solo in-store promotion
LOCATION: U.K.
CONTACT: Gayle McCallum
TELEPHONE: 613-995-6565

EAITC

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It is proposed to have a "Canada Food Promotion Program", a multifaceted on-going promotion comprised of 8-10 individual promotional events in the food drink and fish products sector at multiple locations in the U.K.