



news release

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MACLAREN ANNOUNCES STRONG CANADIAN PARTICIPATION AT SIAL

The Honourable Roy MacLaren, Minister for International Trade, announced today that more than 100 Canadian agri-food companies will be represented at the Salon international de l'alimentation (SIAL) in Paris, October 23-27, 1994. The Honourable Ralph Goodale, Minister of Agriculture and Agri-Food, will lead the official Canadian delegation to SIAL.

Canadian participation at SIAL, the world's largest professional food products show, is co-ordinated by the Department of Foreign Affairs and International Trade. SIAL features 4700 exhibitors from 73 countries. An expected 100 000 visitors and buyers from 140 countries will gain first-hand exposure to the products of the participating Canadian companies, 30 of which will exhibit in the Canada pavilion.

"Government is working closely with industry to increase Canada's value-added food exports to world markets," said Mr. MacLaren. "There is also an excellent 'Team Canada' effort at SIAL, with active participation by industry, the federal government, the Ministry of Agriculture, Food and Rural Affairs of Ontario, and the Club Export Agro-Alimentaire du Québec."

"Canadian agri-food products can compete with the best in the world, as evidenced by the four Canadian companies that won a *SIAL d'or* this year. In fact these awards make Canada the top winner at SIAL '94," Mr. Goodale added.

Canadian winners of the *SIAL d'or* are Supreme Produce Inc. of Calgary, Yves Veggie Cuisine of Vancouver, Loblaw International Brands of Toronto, and Culinar Foods Inc. of Montréal. A fifth *SIAL d'or* went to General Mills Canada of Toronto, for a U.S.-made snack popular with young Canadians.

Through visits to the Canadian pavilion and to exhibits of other Canadian companies elsewhere at the show, buyers from around the

world will also see that Canada presents excellent trade, investment and tourism opportunities.

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For further information, media representatives may contact:

Media Relations Office
Department of Foreign Affairs and International Trade
(613) 995-1874

or

Greg Giokas
Agriculture and Agri-Food Canada
(613) 995-9554