

“Tapping Into the Canadian Market” Exporting Workshop

Learn Step-by-Step the Process of How to Expand Your Business by Entering the Export Market

November 7, 2008 • Lansing, MI • 9:00 am – 4:30 pm



Morning Session:

An insider's look at the Canadian food market including recent trends and high prospect products

Afternoon Session:

Becoming export ready, developing an export plan, and making sure your product qualifies for NAFTA

Join Food Export–Midwest and the Michigan Department of Agriculture to learn first hand the opportunities in this food market. According to the USDA, Foreign Agricultural Service in 2007, U.S. agricultural exports to Canada reached a record \$14 billion. Additionally, discover federal assistance programs available to help U.S. food exporters break into these markets.

IN THIS SEMINAR, YOU'LL LEARN ABOUT...

- An overview of the Canadian market including discussions on the economy, geography, and demographics
- Determining your firm's export readiness
- Consumer trends in Canada, including top exports and best product prospects
- Overview of NAFTA including rules of origin, certificate of origin, tariff schedules, and opportunities created for U.S. food companies with this free trade agreement
- Upcoming programs and activities in the Canadian market to help you meet targeted buyers
- Potential opportunities for your company in this market through one-on-one meetings with the presenters

ALL PRE-REGISTERED ATTENDEES WILL RECEIVE:

- A product/market evaluation for your products
- 50 percent off of primary market research services for Canada through our MarketBuilder program
- *Global Food Marketer*, Food Export–Midwest's and Food Export–Northeast's newsletter

HURRY! Register for the workshop today. Space is very limited.

REGISTRATION

Registration deadline: October 24th, 2008 • \$30 per company

(Note: 50 percent surcharge applies on registration fees for all out-of-region companies.)



Food Export Association
of the Midwest USA
309 W. Washington St.
Ste. 600, Chicago, IL 60606
P 312.334.9200
F 312.334.9230
W foodexport.org



Michigan Department of Agriculture
Jamie Zmitko-Somers
International Marketing Manager
Agriculture Development Division
P.O. Box 30017, 525 W. Allegan, Lansing, MI 48933
P 517.241.3628
F 517.335.0628
E zmitkoj@michigan.gov

Food Export–Midwest is a private, non-profit association that offers services to help U.S. food and agricultural companies promote their products in foreign markets. Food Export–Midwest prohibits discrimination in employment and services. Persons with disabilities who require alternative means of communication for program information or to request our full nondiscrimination policy, please contact us.

FOR MORE INFORMATION Contact us at 312.334.9200 or info@foodexport.org for further information or fax this back to 312.334.9230.
(Note: This is not a registration form.)

NAME	COMPANY NAME	TITLE
STREET ADDRESS	CITY	STATE ZIP
PHONE	FAX	EMAIL
		PRODUCTS

- Check here and provide your company name and fax number if you **no longer want to receive faxes or e-mails** from Food Export–Midwest. You can also call or e-mail us at 312.334.9200 or info@foodexport.org.

If you would like to hear about future Food Export–Midwest promotions via e-mail, please provide your e-mail address.