



Trade Mission to South East Asia



November 29 – December 8, 2010
Vietnam and Philippines

The Provincial Food Processing Associations of Manitoba, Saskatchewan, Alberta and British Columbia in conjunction with Food Beverage Canada are working together on an **Export Enhancement and Investment Attraction Project**. The Project is a multi year initiative with a mandate, in part, to expand export trade and attract investment. To meet these goals the Project will offer a series of both incoming and outgoing missions. We are pleased to invite you to join the first outgoing mission under this Project.

The **objective** of this mission is to increase exports from Canada to Asia and also grow the food processing sector by attracting investment capital and industry to Western Canada. The Mission will seek out new customers in the South East Asia region and build new relationships and contacts. If you work in the agri-processing sector and wish to expand your export markets, follow up with existing clients or meet with potential buyers or investors you should join this mission.

The mission will be tailored to your specific needs as much as possible and will include:

- Briefings by Canadian Embassy / Consulate officials,
- Pre-scheduled meetings with buyers and industry representatives, and
- Networking opportunities.

Program commences in Ho Chi Minh City, Vietnam on November 29th, moves to Hanoi, Vietnam on the evening of December 1st and departs for the final location of Manila, Philippines on the evening of December 4th where the program will conclude on December 8th.

Please note: A Travel Visa is required for Vietnam.

Participation Fee:

The cost to participate in all three locations of this program is CDN \$1,710, or CDN \$570 for individual locations and includes ground transportation pertaining to the program, service providers, venue rentals and networking sessions.

Reimbursement Information:

Upon completion of the program you will be reimbursed as follows: 50% of an economy class air fare based on a maximum \$3,000 ticket, a per diem of CDN \$200 per day up to a maximum of 10 days. A 5% management fee will be deducted from your reimbursement to help cover FBC administrative expenses.

If you are planning to participate in this program, please let us know as soon as possible so we can best meet your needs. If you have any questions please don't hesitate to contact:

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The Mission is funded in part by Western Economic Diversification through the Export Enhancement and Investment Attraction Project managed by the Saskatchewan Food Processors Association on behalf of the Western Canadian Provincial Food Processing Associations and by Agriculture and Agri-Food Canada through the AgriMarketing Program managed by Food Beverage Canada.

September 28, 2010

**Trade Mission to South East Asia
November 29-December 8, 2010**

**Official Registration Form
Please print clearly**

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Products available for export and/or: _____

Mission Objectives: _____

Participants (maximum 1 per company):

Ms. Mrs. Mr. _____ Title: _____

Our company will attend the following: ___ Ho Chi Minh City (Vietnam) ___ Hanoi(Vietnam) ___ Manila (Philippines)

Cost per participant: \$570 (1 location), \$1140 (2 locations), \$1710 (3 locations)

Payment Details:

Credit Card:

Fax To: Food Beverage Canada at 780-484-0985

___ VISA ___ American Express ___ MasterCard

Card Number: _____ Exp. Date _____

Name of Cardholder _____

Signature of Cardholder: _____

**Signature confirms your company's intention to participate in this program. Payment must accompany registration to be considered.
Program is offered on a first come – first served basis and space is limited!**

***Reimbursement Note: Upon completion of the program you will be reimbursed as follows: 50% of an economy class airfare ticket based on a maximum \$3000 airfare ticket, a per diem of CDN \$200 per day up to a maximum of 10 days. A 5% management fee will be deducted from your reimbursement to help cover FBC administrative expenses. In order to qualify for per diems in the cities you are attending, you will be required to attend *all FBC pre-planned events*.**

Program funded in part by Agriculture & Agri-Food Canada through the Canadian Agri-Marketing program.