

# Virtual GEFA Export Seminar Canada

Focus: Food, via videoconferencing software MS Teams

**23-24 November 2022**

Participation only for members of the GEFA branch organisations

## Initial situation

Canada is the world's second largest country and has 37 million inhabitants. The GDP per capita is USD 52,079 - indicating a slightly more affluent economy than Germany.

In 2021, a total of € 360.1 million and 115.4 million tons in food has been exported from Germany to Canada. This is an increase of 19 % in value and 9 % in volume compared to 2020. The most important product categories are sweets and confectionary (€ 87.5 m., +19 %), meat and meat products (€ 72 m., +78 %), bakery products (€29.5 m., -9 %), wine (€ 21.4 m., +19 %), beer (€ 17.3 m., +0.3 %), dairy products (€ 15.7 m., +50 %), and processed fruits, vegetables, and potatoes (€ 10.8 m., +5 %). From January to July 2022, German exports to Canada have increased by 19.8 % compared to the same period in 2021.

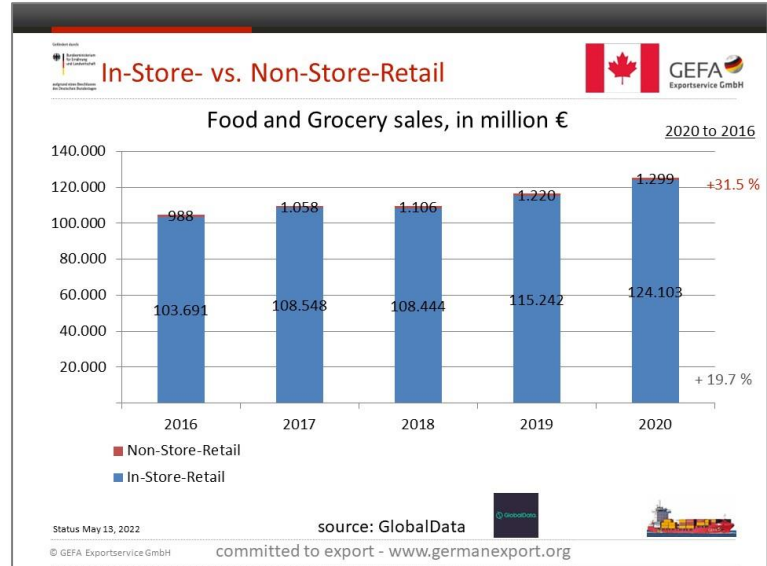


Illustration: In-Store and Non-Store Retail in Canada, 2016 to 2020.

## Target group

**Presentations by speakers with years of experience** will provide participants with expert knowledge about the current market situation and enable them to assess their potential market opportunities. The participants will receive the necessary information for market entry into this important and attractive export market.

## Target group

The seminar is aimed at companies / export employees who are either newcomers to the Canadian market or those who want to update / deepen their existing knowledge.

## GEFA service package

- **Practical orientation:** Speakers are experienced market experts with many years of references. The lectures take the participants' product groups into account.
- **Target market specific market data:** participants receive current trade market data (source: GlobalData) and the export statistics (source: AMI) to the Canadian market
- **One-off cost contribution:** several company representatives can participate
- **Implementation in English:** The seminar will be held in English.
- **AHK consultancy services:** For individual support on the Canadian market.

| <b>Agenda on 23 November</b>   |   |
|--|---|
| in Central European Standard Time (CEST) / Eastern Standard Time (EST) |   |
| 14:00 pm CET/8:00 am EST   | <b>Welcome and introduction</b><br>Mr Holger Hübner, GEFA Export Academy                                  |
| 14:05 pm CET/8:05 am EST   | <b>The Canadian food sector</b><br>Mr Daniel Lenkeit, Director of Canada, Germany Trade and Invest (GTAI) |
| 14:45 pm CET/8:45 am EST   | <b>Key consumer and retail trends</b><br>Ms Kathleen Sullivan, CEO, Food and Beverage Canada              |
| 15:30 pm CET/09:30 am EST  | <b>Requirements for importers and trade for international suppliers</b><br>Mr Christian Sivière, Solimpex |
| 16:00 pm CET/10:00 am EST  | <i>Break</i>  |
| 16:10 pm CET/10:10 am EST  | <b>Customs tariffs and import procedures</b><br>Mr Christian Sivière, Solimpex                            |
| 16:40 pm CET/10:40 am EST  | <b>How to find importers and distributors?</b><br>Mr Greg Seminara, Export Solutions                      |
| 17:05 pm CET/11:05 am EST  | <b>Requirements for logistics</b><br>Mr Zwiker, Gebrüder Weiss, Inc                                       |
| 17:30 pm CET/11:30 am EST  | Q&A Session and the end of the today  |

| <b>Agenda on 23 November</b> |   |
|------------------------------|---|
| 14:00 pm CET/8:00 am EST     | <b>Quotation and calculation</b><br>Mr. Karel Alexander   |
| 14:30 pm CET/8:30 am EST     | <b>Mandatory food labelling &amp; nutrition regulations</b><br>Canadian German Chamber of Industry and Commerce   |
| 15:00 pm CET/09:00 am EST    | <b>The Canadian Food and Drug Agency - Audits and QM systems – what is required? + Q&amp;A</b><br>Keith Mussar, Vice President of Regulatory Affairs, IE Canada (Canadian Association of Importers and Exporters) |
| 15:45 pm CET/09:45 am EST    | <i>Break</i>  |
| 16:00 pm CET/10:00 am EST    | <b>Nutrient content claims, health claims, and other claims</b><br>Michi Furuya Chang, Senior Vice President, Public Policy & Regulatory Affairs, Food, Health & Consumer Products of Canada (FHCP)               |
| 16:30 pm CET/10:30 am EST    | <b>Consumers in view: Importance of marketing, structures and developments + Q&amp;A</b><br>Serene Martin, National Marketing & New Business Development, Tree of Life Canada ULC                                 |
| 17:00 pm CET/11:00 am EST    | <b>Increasing challenges through e-commerce and social media + Q&amp;A</b><br>Serene Martin, National Marketing & New Business Development, Tree of Life Canada ULC   |

| <b>Agenda on 23 November</b> |  |
|------------------------------|--|
| 17:30 pm CET/11:30 pm EST    | Q&A Session and the end of the seminar |

The speakers in brief

| Speaker and Company  | Description  |
|--|--|
| <b>Mr Daniel Lenkeit</b> , Director of Canada, Germany Trade and Invest ( <a href="#">GTAI</a> ) | GTAI is the central point of contact for German foreign trade. It is a facilitator who supports German companies in their international business activities and foreign companies looking to locate to Germany. With its recognized service profile, GTAI wants to permanently establish itself as a brand and competent partner and promote Germany's image as a business location through targeted marketing activities.   |
| <b>Ms Kathleen Sullivan</b> , CEO, <a href="#">Food and Beverage Canada</a>                      | Food and Beverage Canada is committed to a competitive business environment for food and beverage manufacturers through collaborative relationships and constructive communications with federal and provincial governments. The organization is composed of five regional associations located from coast to coast and represents over 1,500 food and beverage manufacturing businesses across Canada. Food & Beverage Canada is the food and beverage processing industry's voice and advocate. The organization was created to define, shape and lead on a sustainable business environment where food and beverage manufacturing can thrive through proactive advocacy, consultation, collaboration and knowledge sharing among members, government, consumers and other stakeholders. |
| <b>Mr Christian Sivière</b> , Owner, Solimpex  | Following +30-years in international logistics, Christian Sivière started a Montréal-based import-export consultancy in 2010. Solimpex is active in two areas: consulting to help SMEs grow internationally, and training on the regulatory, customs and logistics aspects of International Trade, Free Trade Agreements and Supply Chain Optimization. Christian lectures for the Canadian International Freight Forwarders Association, gives seminars and webinars for various trade organizations like the Montréal Chamber of Commerce, Invest Ottawa, Impact Hub, Supply Chain Canada; and personalized training for importers and exporters. He publishes articles in two Canadian publications: Inside Logistics and Supply Professional.  |
| <b>Mr Greg Seminara</b> , <a href="#">Export Solutions</a>                                       | Export Solutions supplies tools and resources for your team to translate your international strategy into measurable shipment success. Our clients benefit from our "hands on" experiences working on more than 300 international expansion projects across five continents. Export Solutions provides tools and insights to locate Prime Prospect distributors in 96 countries. We maintain excellent relationships with strong distributors everywhere. The global distributor search leader since 2004.   |

|   |   |
|---|---|
| <p><b>Mr Zwiker, <a href="#">Gebrüder Weiss, Inc</a></b></p>  | <p>Gebrüder Weiss looks back on a history of more than half a millennium. We understand this heritage as an obligation to operate farsighted, observantly and to continue to develop with the changing world. Starting from our home markets in the region from the Alps to the Danube as well as Eastern Europe we nowadays transport all types of freight by land, sea or air, from to and on every continent. Our global network includes around 180 company-owned branches, operating facilities and locations and we employ about 8,000 people.</p>  |
| <p><b>Mr Karel Alexander, CEO, Alexander Consult</b></p>  | <p>Mr. Alexander consults companies in international sales, including international sales and internationalization strategies, growth strategies for international sales, market analyses and development of suitable market entry strategies, selection of suitable sales partners, and assortment adjustment for foreign markets.</p>   |
| <p><b>Mr Keith Mussar, Vice President of Regulatory Affairs, IE Canada (<a href="#">Canadian Association of Importers and Exporters</a>)</b></p>                          | <p>Keith Mussar works as Vice President, Regulatory Affairs at IE Canada, which is a Membership Organizations company founded in 1932. IE Canada is a national trade association that has been speaking on behalf of the Canadian trade community for more than 80 years. Their members include food manufacturers who import and export food, Canadian importers and exporters, wholesalers, distributors, and Canadian grocery retailers. They represent some of the largest food manufacturers, importers, and exporters in Canada, as well as small and medium size businesses. Their members import and export food across most food categories.</p>   |
| <p><b>Ms Michi Furuya Chang, Senior Vice President, Public Policy &amp; Regulatory Affairs, <a href="#">Food, Health &amp; Consumer Products of Canada (FHCP)</a></b></p> | <p>The largest voice of the Canadian food, beverage and consumer products industry, FHCP represents independent and privately-owned Canadian companies and global multinationals, as well as industry service providers from consulting, technology, logistics and other sectors. As a leader in evidence-based, growth-oriented policy, FHCP helps their members support the well-being of Canadians and the security of our food supply, while contributing to the expansion of Canada's economy and the sustainability of our healthcare system and the environment. FHCP works to create a favorable business environment that allows their members to grow, innovate, and provide value to Canadians.</p>  |
| <p><b>Ms Serene Martin, National Marketing &amp; New Business Development, <a href="#">Tree of Life Canada ULC</a></b></p>  | <p>In early 2010, the Tree of Life North American business was acquired by KeHE Distributors; a Chicago based company, and one of the leading specialty and natural foods distributors in North America. Under the new ownership, they continue to operate as an independent subsidiary within the group, due to the unique differences of the Canadian marketplace. This unique relationship allows them to act independently where required but also offers them the ability to share information across the border and to take advantage of opportunities that help both their retailers and their vendor partners. At Tree of Life, their passion for brands and making a difference in the lives of Canadians across the country is at the core of what they do. With three distribution centers and four sales offices across Canada, they have the ability to reach over 90% of where food is sold and served.</p> |

|   |  |
|---|--|
| <p><b>Ms Nadine Melcher</b>, Department Manager<br/>Projects and Market Development, <a href="#">AHK Canada</a></p>   | <p>Canadian German Chamber of Industry and Commerce Inc. (CGCIC) was founded in Montreal in 1968 and, as a highly specialized service provider, has been supporting German and Canadian companies in almost all areas of international trade for more than 50 years. Today, CGCIC is based in Toronto and brings together some 300 member companies to form the strongest German Canadian business network. At the same time CGCIC is the official representative and official voice of the German industry in Canada.</p> |
| <p><b>Mr Holger Hübner</b><br/>Managing Director<br/><b>Ms Sonja Hammann</b><br/>Project Manager<br/><b>Mrs Paulina Minzila</b><br/>Project Manager<br/><a href="#">GEFA Exportservice GmbH</a></p> | <p>GEFA has been implementing export projects worldwide since 2010. These include country and export seminars, trade fair participations, business trips, b2b matchmaking events and promotional campaigns. Since 2020, 23 country seminars have already been realized.</p>  |

**For registration, please fill out the form on the next page.**

Please return by **01 November 2022** to

[hammann@gefaexportservice.com](mailto:hammann@gefaexportservice.com)

GEFA Exportservice GmbH  
Sonja Hammann  
Gertraudenstrasse 20  
10178 Berlin  
Phone: +49 30 4000 477 13

## **Virtual GEFA Export Seminar Canada**

Focus: Food, via videoconferencing software MS Teams

**23-24 November 2022**

Participation only for members of the GEFA branch organisations

Dear Ms Hammann,

We would like to make a binding booking for participation in the above-mentioned virtual GEFA export seminar at a price of 995 Euro. The costs are per company and do not include VAT. The event will take place if the number of participants reaches at least seven companies.

We are member of GEFA branch organisation:

Our responsible contact for further project coordination is:

Company:

Address:

Ms / Mr:

Phone:

Mobile:

E-Mail:

We have the following specific question(s):

---

City

Date

legally binding signature