

Virtual country seminar Canada

Focus: Food, via MS-Teams

on Tuesday , 30 November 2021

Situation

With an export volume of 303 million euros in 2020 (-1.9 % compared to 2019), Canada, after many years of continuous and above-average increases, is still the second strongest export destination market in America. The biggest export categories are still sweets (73.9 Mio. Euros, -5.0 %), meat & sausages (40.4 Mio. Euros, +23.4 %), bakery goods (32.6 Mio. Euros, -12.6 %), and Beer (17.2 Mio. Euros, -12.0 %).

Partners

The seminar is organised as a cooperation event by the German Federal Ministry for Food and Agriculture (BMEL) and GEFA e.V. in collaboration with the AHK Kanada.

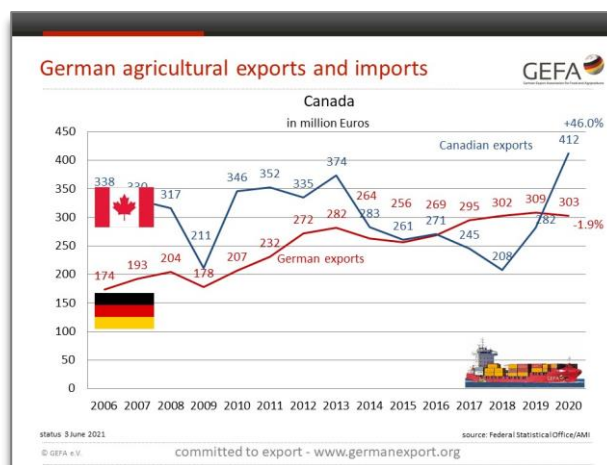


Figure: German Food exports to Canada

Objective

The overriding goal is to further increase export activities to Canada. The seminar will enable the participants to assess the current economic situation and Covid-19-related changes in the market situation to make concrete conclusions for their export activities.

Target group

The seminar is primarily aimed at small and medium-sized German companies in the food industry.

Agenda in MEZ / EST	
15:00 – 15:05 Uhr MEZ 09:00 – 09:05 am EST	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
15:05 – 15:10 Uhr MEZ 09:05 – 09:10 am EST	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): Mr. Michael Hauck
15:10 – 15:25 Uhr MEZ 09:10 – 09:25 am EST	Canada in brief: export statistic, retailer and consumer data: GEFA e.V., Ms. Sonja Hammann
15:25 – 15:50 Uhr MEZ 09:25 – 09:50 am EST	The Canadian Food Sector: Canadian German Chamber of Industry and Commerce, Mr. Karim Damerje
15:50 – 16:00 Uhr MEZ 09:50 – 10:00 am EST	Q&A
16:00 – 16:30 Uhr MEZ 10:00 – 10:30 am EST	Loblaw Companies Limited - Kathlyne Ross , VP Product Development, Innovation and Sustainability
16:30 – 16:40 Uhr MEZ 10:30 – 10:40 am EST	Q&A
16:40 – 17:15 Uhr MEZ 10:40 – 11:15 am EST	Import of food and agricultural products from the EU to Canada and CETA: Solimpex, Mr. Christian Sivière
17:15 – 17:25 Uhr MEZ 11:15 – 11:25 am EST	Q&A
17:25 – 17:30 Uhr MEZ 11:25 – 11:30 am EST	Closing words: GEFA e.V., Mr. Holger Hübner

For registration, please use the following registration form.

Please return until **29.10.2021** to

hammann@germanexport.org

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Sonja Hammann
Gertraudenstraße 20
10178 Berlin
Tel.: +49 30 4000 477 13

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Dear Ms. Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 90 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature