



## Mission to Jordan, Kuwait & the United Arab Emirates February 12<sup>th</sup> – 24<sup>th</sup>, 2010



Are you a well-established exporter looking to expand into the Middle East market? If so, take advantage of the opportunity to learn about a very dynamic and growing market and meet buyers from Jordan, Kuwait and the United Arab Emirates.

Food Beverage Canada (FBC) in cooperation with Agriculture and Agri-Food Canada and the Canadian Embassies and Consulate in each market would like to invite all Canadian Agri-Food companies to participate in a mission to Amman (Jordan), Kuwait and Dubai (UAE). The mission, which will be held February 12<sup>th</sup> – 24<sup>th</sup>, 2010, will provide exposure for food exporters interested in supplying the retail and foodservice sector.

### You are invited to join this mission, which will involve the following destinations:

Amman (Jordan)	February 13 <sup>th</sup> – 15 <sup>th</sup> , 2010
Kuwait	February 16 <sup>th</sup> – 17 <sup>th</sup> , 2010
Dubai (UAE)	February 18 <sup>th</sup> – 24 <sup>th</sup> , 2010

In Dubai, the program will also include some time to visit the Gulfood show; to meet more than 40,000 international decision-makers and to source new suppliers and products. The show will be taking place from February 21-24, 2010.

A draft program, outlining the scheduled events, is attached.

### The objective of the mission is to:

- Raise awareness with Canadian companies of the Middle East as a potential market for value added products for the retail and foodservice industry;
- Explore opportunities in the region for Canadian value-added products in the retail and foodservice sectors, make contacts, meet with interested importers to continue building relationship between major retailers and distributors and Canadian exporters;
- Gain recognition in the Middle East for Canada as a supplier of high quality, safe food;
- Look at what our competitors have to offer at the Gulfood show; and
- See trends in value-added foods in the region.

### The program will include:

- Overview of the markets by the local trade officers;
- Pre-scheduled meetings with potential buyers and local business representative
- Supermarket and other site visits and,
- Networking receptions and/or organized events to provide opportunities to meet the major importers and distributors in the region.

### **Cost per participant: \$900 CDN**

*(The fee includes the cost of bus, conference room rentals and networking sessions in each city, as well as entry into Gulfood)*

\* **Reimbursement Note:** Upon completion of this program, you will be reimbursed as follows: 45% of economy class airfare (up to a maximum reimbursement of CDN \$1,350.00) & a per diem of CDN \$180 per day up to a maximum of 11 days.

**Space is very limited and it is suggested you register as quickly as possible to avoid disappointment.**

### If you have any questions please do not hesitate to contact:

Andrea Sawchuk, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: [asawchuk@foodbeveragecanada.com](mailto:asawchuk@foodbeveragecanada.com)  
Lisa Iwanyk, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: [liwanyk@foodbeveragecanada.com](mailto:liwanyk@foodbeveragecanada.com)

**Program funded in part by Agriculture & Agri-Food Canada through the Canadian AgriMarketing program**



November 26<sup>th</sup>, 2009

**Educational Mission to the Middle East  
February 12<sup>th</sup> – 24<sup>th</sup>, 2010**

**Educational Mission Registration Form**

*Please print clearly*  
**FAX TO: (780) 484-0985**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Products available for export: \_\_\_\_\_

**DUE TO VERY LIMITED SPACE, WE CAN ONLY ACCEPT ONE PARTICIPANT PER COMPANY FOR THIS EDUCATIONAL MISSION**

Participant Name:

Ms. Mrs. Mr. \_\_\_\_\_ Title: \_\_\_\_\_

*Please indicate locations you wish to attend*      \_\_\_\_\_ **Jordan**      \_\_\_\_\_ **Kuwait**      \_\_\_\_\_ **Dubai**

**Cost per participant: \$900 CDN**

**Payment Details:**

Company cheque made payable to:

Food Beverage Canada  
Suite 201, 17904 – 105 Avenue  
Edmonton, AB T5S 2H5  
**Tel: 780-486-9679**

**Credit Card (preferable payment option):**    \_\_\_\_ 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! A \$250 fee will apply to cancellations prior to one month before the event. Cancellations received after January 12<sup>th</sup>, 2010 will be non-refundable.**

**If you have any questions please do not hesitate to contact:**  
Andrea Sawchuk, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: [asawchuk@foodbeveragecanada.com](mailto:asawchuk@foodbeveragecanada.com)  
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**Program funded in part by Agriculture & Agri-Food Canada through the Canadian AgriMarketing program.**



**AGRIFOOD TRADE MISSION TO JORDAN, KUWAIT  
AND THE UNITED ARAB EMIRATES  
TENTATIVE PROGRAM  
February 12<sup>th</sup> – 24<sup>th</sup>, 2010**

<b>Friday, February 12, 2010 – Travel Time</b>		
<b>TRAVEL</b>	TRAVEL TIME Depart Canada to Amman, Jordan	

<b>Saturday, February 13, 2010 – Travel Time</b>		
<b>TRAVEL</b>	TRAVEL TIME Arrival – Amman, Jordan Participants transfer to Hotel by bus	
<b>Hotel</b>	TBC	

<b>Sunday, February 14, 2010 – Jordan Program</b>		
<b>08h00</b>	Gather at Meeting Room	
<b>08h05-08h15</b>	Welcome	
<b>08h15-08h45</b>	Embassy briefing on Jordanian market Doing business in Jordan Offered by Trade Commissioners Questions and Answers	
<b>10h00-12h00</b>	One-on-one meetings	
<b>12h30-13h30</b>	Lunch	
<b>14h00-16h30</b>	One-on-one meetings	
<b>Evening</b>	Networking Reception	

<b>Monday, February 15, 2010 – Jordan Program</b>		
<b>09h00</b>	Pick up by bus from the hotel	
<b>09h30-10h30</b>	Visit of retail outlets and supermarkets	
<b>11h00-12h00</b>	Visit of retail outlets and supermarkets – continue	
<b>12h00</b>	Lunch	
<b>13h30-16h00</b>	Visit of retail outlets and supermarkets – continue	
<b>Evening</b>	Free evening	

<b>Tuesday, February 16, 2010 - Travel time</b>		
<b>9h00</b>	Depart to airport	
<b>11h30</b>	Depart Amman to Kuwait	
<b>14h35</b>	Arrival to Kuwait Participants transfer to Hotel by Bus	
<b>Hotel</b>	TBC	
	Free Evening	

**Wednesday, February 17, 2010 – Kuwait Program**

<b>08h30</b>	Embassy briefing on Kuwaiti market Doing business in Kuwait Offered by Trade Commissioners Questions and Answers	
<b>10h00</b>	Coffee break	
<b>10h30-12h00</b>	One-on-One meetings	
<b>12h00-13h00</b>	Lunch	
<b>13h00-15h00</b>	One-on-One meetings- continue	
<b>19h30</b>	Reception – Networking event	

**Thursday, February 18, 2010 – Kuwait Program**

<b>08h30-11h30</b>	Departure from hotel by bus to Outlets and Supermarkets	
<b>12h00</b>	Depart to airport:	
<b>14h30</b>	Depart Kuwait to Dubai	
<b>17h05</b>	Arrival to Dubai  Transfer to hotels by taxis	
<b>Evening</b>	Free	

**Friday, February 19, 2010 – Dubai Program**

	Free day	
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**Saturday, February 20, 2010 – Dubai Program**

<b>09h00</b>	Breakfast meeting for Gulfood exhibitors and participants of the mission	
<b>11h00-17h00</b>	Gulfood exhibitors booth set up	
<b>19h00-22h30</b>	Rendez-vous Canada Reception Fairmount Hotel	

**Sunday, February 21, 2010 – Dubai, UAE Program**

<b>11h00-19h00</b>	<b>Gulfood show</b>	
<b>8h15</b>	Pick-up by bus for stores tour	
<b>10h00</b>	Stores tour	

**Monday, February 22-24, 2010 – Gulfood Show**

<b>11h00-17h00</b>	Gulfood Show 2010	
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**Version 1: September 25, 2009 (program will be subject to changes)**