



Educational Mission to South East Asia

April 15-26, 2010

Philippines, Singapore, Thailand

Food Beverage Canada, in cooperation with Regional Trade Commissioners and Service Providers, is planning an exciting Educational Mission to *South East Asia* from April 15th to April 26th, 2010.

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

Manila, Philippines	April 15-17, 2010
Cebu, Philippines	April 18-20, 2010
Singapore	April 19-22, 2010
Bangkok, Thailand	April 23-26, 2010

Participation in our program will include:

- Pre-planned program in **4 cities** in SE Asia
- Retail Store Tours in **4 cities** with group transportation
- Organized **meetings with potential buyers and distributors**
- Admission to *Asia's Largest International Food & Hospitality Event* - Food Hotel Asia
- Pre-arranged meeting rooms with refreshments
- Informal briefing sessions and networking opportunities with other Canadian companies
- Meetings with Trade Commissioners and/or Local Chambers of Commerce (upon request)

Due to a high level of interest in this mission, space is limited; please register as quickly as possible to avoid disappointment.

Cost of Participation: The cost of the Mission *ranges from \$705-\$1400* CDN per participant (depending on # of locations attending), on a first come – first served basis. After completion of the Trade Mission, Food Beverage Canada will reimburse each participant at a rate of **50% of an economy airfare to a maximum of \$1250**, and **\$200.00 per diem (maximum 14 days)** toward costs of accommodation, meals and other Trade Mission expenses.

For further information, please contact:

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

Tentative Agenda

Wednesday, April 14: Arrive Manila

Thursday, April 15: 1 on 1 meetings in Manila

Friday, April 16: Store Tours in Manila

Saturday, April 17: Travel to Cebu

Sunday, April 18: Store Tours in Cebu

Monday, April 19: 1 on 1s in Cebu/Travel to Singapore/Set-up for Food Hotel Asia

Tuesday, April 20: Travel to Singapore /Food Hotel Asia

Wednesday, April 21: Store Tours in Singapore/Food Hotel Asia

Thursday, April 22: Walk Food Hotel Asia

Friday, April 23: Food Hotel Asia last day and travel to Bangkok

Saturday, April 24: Retail Store tours in Bangkok

Sunday, April 25: Free Day

Monday, April 26: 1 on 1s in Bangkok

Tuesday, April 27: Depart for Canada

***Note:** Our program offers the flexibility for participants to attend events in one or more cities, however, due to costs incurred with the program set-up the participation fee will remain the same in all cases.*

*In order to qualify for per diems in the cities you are attending, you will be required to attend **all** FBC pre-planned events.*

February 26, 2010

*Educational Mission to South East Asia
April 15-26, 2010*

Official Registration Form
Please print clearly

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

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

Products available for export: _____

Participants (maximum 2 per company):

Ms. Mrs. Mr. _____ Title: _____

Ms. Mrs. Mr. _____ Title: _____

Our company will attend the following: Manila Cebu Singapore Bangkok

Cost per participant: \$705 (1 location), \$930 (2 locations), \$1155(3 locations), \$1400 (all 4 locations)

Payment Details:**Credit Card (preferable) or Cheque:****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 to a maximum reimbursement of \$1250, a per diem of CDN \$200 per day up to a maximum of 14 days. In order to qualify for per diems in the cities you are attending, you will be required to attend **all FBC pre-planned events.*

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

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