

ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

On January 23rd, Canada and the 10 other remaining members of the Trans-Pacific Partnership concluded discussions in Tokyo, Japan, on a new Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Canada is proud to be part of the CPTPP, which is a trading block that represent 495 million people, with a combined gross domestic product (GDP) of CAD \$13.5 trillion, or 13.5% of global (GDP). This Agreement is expected to benefit Canada by boosting Canada's GDP by \$4.2 billion thanks to preferential access to the other ten CPTPP countries.

- ▶ Consult [Global Affairs Canada](#) for the latest news
- ▶ [CPTPP and Canada's Agriculture and Agri-food Sector](#)

Trade Reports

The Agri-food trade service will be pleased to send electronic copies of these reports. Please contact us (see last page).

[Outline of Opportunities in Japan](#)

Japan is one of Canada's most important economic and commercial partners. Japan was the fourth-largest importer of agri-food and seafood products in the world, and Canada's third-largest market for agri-food and seafood.

This document provides a useful factsheet of the major sector opportunities in Japan.

Source: Market Access Secretariat (AAFC) (January 2018)

[Sodium Reduction in Processed Foods in Canada: An Evaluation of Progress toward Voluntary Targets from 2012 to 2016](#)

In 2012, in an effort to reduce the amount of sodium in the food supply, Health Canada established voluntary sodium reduction targets for 94 processed food categories following extensive consultation with the food industry. Results show that sodium reductions in most categories of processed foods were modest. Specifically, industry met the targets in 14% of food categories.

Source: Health Canada (January 2018)

[Outline of Opportunities in China](#)

As of 2016, Canada showed a market share of 4.85% of the Chinese agri-food and seafood market. Products where Canada has a strong presence in the processed food sector have been able to maintain a strong market presence because competitors are more focused on products where Canada has less interest. There is, however, strong competition in beef products, naturally healthy product ingredients, honey, and various oilseed products.

This document provides a useful factsheet of the major sector opportunities in China.

Source: Market Access Secretariat (AAFC) (January 2018)

[Outline of opportunities in Mexico](#)

As of 2016, Canada was the second-largest supplier to the Mexican food market, with a share of 6.4% of the total \$C34 billion Mexican agri-food and seafood food market. Canada was also the second-largest supplier of processed foods, representing 4.7% of the \$C19.4 billion processed food market. *This document provides a useful factsheet of the major sector opportunities in Japan.*

Source: Market Access Secretariat (AAFC) (January 2018)



The Global Analysis Group of Agriculture and Agri-Food Canada publishes a variety of market intelligence reports to help Canadian suppliers understand world markets and compete internationally. Other recent titles include:

- [Sector Trend Analysis - Maple products in the UK 2018](#)
- [Sector Trend Analysis - Maple product trends in China 2018](#)
- [Market Outline of opportunities in Mexico 2018](#)

For more information on these reports, or to join the distribution list and receive new reports as soon as they are issued, please contact: MAS-SAM@agr.gc.ca



Events

Quebec Events

[SIAL Canada 2018](#)

Montreal, Quebec – May 2 – 4, 2018

SIAL Canada is the leading name in the agri-food industry, with more than 1,000 national and international exhibitors from 50 countries hosting over 18,500 buyers from Canada, the United States, and 60 other countries. [Read more»](#)

[SET Canada](#), taking place at the same time and venue as SIAL Canada, is *North America's best show when it comes to equipment and technology that's aimed at retail professionals, the food-processing industry, and the food-service industry.*

Canada Events

[North American Summit on Food Safety](#)

Toronto, Ontario – April 17 – 18, 2018

If you are involved in any aspect of food safety, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and explore new ideas and successful initiatives presented by experts with hands-on experience.

[Read more»](#)

International Events

[The International Agriculture Show](#)

In Morocco (SIAM) (13th Edition)

Meknes, Morocco - April 24 – 28, 2018

SIAM, the largest agricultural trade show in Morocco. SIAM is an ideal setting for Canadian companies that are looking to diversify into new markets and seize the opportunities that Morocco and surrounding regions of North Africa have to offer. [Read more»](#)

[\(PLMA\) Private Label Manufacturers Association's International Trade Show 2018](#)

Amsterdam (Netherlands) – May 29 – 30, 2018

For nearly 30 years, PLMA's annual International Trade Show has brought retailers together with manufacturers to help them find new products and make new contacts. [Read more»](#)



Check it Out - To find more events or other trade related resources, visit the Agri-Food Trade Service [website](#).

Upcoming international trade shows with a Canada Pavilion



[Food & Hotel Asia \(FHA\) 2018](#)

Singapore, Singapore – April 24 – 27, 2018

Food & Hotel Asia (FHA) is the most important food and beverage event in the rapidly expanding South East Asia region. Exhibit your products in one of the world's most dynamic markets. [Read more »](#)



Seafood Expo
GLOBAL

[Seafood Expo Global \(SEG\)](#)

Brussels, Belgium – April 24 – 26, 2018

Seafood Expo Global (SEG) is the largest seafood trade event in the world. No other event in the world provides seafood professionals with direct access to qualified buyers and suppliers. [Read more»](#)



Learn more about the [benefits of the Canada Pavilion for exhibitors](#)

Need funding? (Agri-Marketing program)

Agriculture and Agri-Food Canada offers small and medium-sized companies funding to undertake international export market activities including the United-States. [Find out how the AgriMarketing program can help you.](#)



Information of interest

■ Agricultural Youth Green Jobs Initiative (Source: Agriculture & Agri-Food Canada)

The Agricultural Youth Green Jobs Initiative will help fund internships for post-secondary graduates and high school students working in the agriculture industry. These internships would include activities or projects that benefit the environment.

Funding is available through the following two streams:

- **Green Farms Stream**

- **Green Internships Stream**

The *Agricultural Youth Green Jobs Initiative* application period is now open. [Read more»](#)

■ Food & Beverage Canada is launched (Source: Food & Beverage Canada (FBC) / CNW)

Over 1,500 food and beverage processing businesses across the country unite to launch new Ottawa-based, national organization mandated to work with governments and other stakeholders on industry priorities. Food & Beverage Canada (F&BC) will work to be the national voice for this vital sector of Canada's economy. [Read more»](#)

■ 2018 Canadian Export Business Award (Source: Agri-Food Export Group)

The 2018 Canadian Export Business Award will be presented on May 2, 2018 during the «Networking event of the Agri-Food Industry», a unique concept organized by the Agri-Food Export Group. The award, as well as paying tribute to the most deserving candidate on export markets, serves as a springboard to an enhanced reputation and increased visibility and recognition on international markets. [Read more»](#)

■ Generate online sales by reaching millions of consumers in China

(Source: The Canadian Trade Commissioner Service (TCS))

E commerce transactions are growing at an exponential rate in China, which now represents the largest online market in the world. Are you ready to add these customers to your virtual shopping cart and checkout with new revenue? The Canadian Trade Commissioner Service (TCS) is pleased to announce the launch of our new guide — *An Introduction to E Commerce in China*. [Read more»](#)

■ Agriculture and agri-food sector and renewable energy sector mission to Nicaragua and Costa Rica

(Source: The Canadian Trade Commissioner Service (TCS))

This event, organized by The Canadian Trade Commissioner Service (TCS), will take place in Managua, Nicaragua in February 20th and 21st, and San Jose, Costa Rica in February 22nd and 23rd, 2018. Canadian participants will be able to benefit from a focussed business to business meeting program with a minimum of 6 appointments per company in each one of the countries. They will be able to showcase their products and services to several key stakeholders. [Read more»](#)

■ Free Trade Agreements open doors around the world (Source: Export Development Canada (EDC))

Canada's top 10 best countries to do business are those with which Canada has comprehensive FTAs. [Read more»](#)

■ Profil sectoriel de l'industrie bioalimentaire au Québec (Document in French only)

(Source : l'Institut de la statistique du Québec et le ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec)

The Profil sectoriel de l'industrie bioalimentaire au Québec, prepared jointly by the the Institut de la statistique du Québec and the ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, is a reference tool for those interested in the biofood industry. It provides information on the industry and its main sectors. [Read more»](#)

Quebec Regional Office Program, Marketing and Trade Officers

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