



September 18th, 2009



Food & Hotel Asia | Singapore

**Outgoing Market Development Mission to Singapore
April 20 – 23, 2010**

Dear Exporter:

Food Beverage Canada (FBC) is pleased to invite you to participate in the Food & Hotel Asia Show being held at the Singapore Expo from April 20 – 23, 2010.

Since its debut in 1978, FHA (Food & Hotel Asia) has always been the premier sourcing platform for thousands of food and hospitality trade buyers in Asia. With a spectacular showcase of the latest products, services and technologies from market leaders, FHA addresses the procurement needs of trade buyers and provides an abundance of networking opportunities for Asia's food and hospitality industry. FHA 2010 encompasses specialised events – *FoodAsia*, *HotelAsia*, *Bakery & Pastry*, *Hospitality Style Asia* and *Hospitality Technology* all under one roof! Each event has its own dedicated area within the exhibition halls that will cater to the specific industry sectors.

As a participant of this program you will benefit from showcasing your products to potential buyers in the FBC cluster located in the Canada Pavilion.

Product Showcase – Exhibit in the Canadian Pavilion (6.75m²)

- ◆ Learn more about the market.
- ◆ Test response to your products.
- ◆ Gather important feedback.
- ◆ Develop a market entry strategy.
- ◆ Meet potential buyers.

Booth Participation Fee: \$ 3,250 CDN

In addition to the space cost savings you will receive the following benefits:

- Exhibitor briefing session (TBC)
- Listing in Canada pavilion directory
- Use of the Canada pavilion lounge and wireless internet service
- Network with other Canadian companies and Embassy/Consulate staff
- Canada reception (TBC)

****Reimbursement Note: Upon completion of the program you will be reimbursed as follows: 50% of an economy class airfare ticket (max \$2,100 CDN), a per diem of CDN \$200 per day up to a maximum of 6 days (pending funding approval)***

Cancellation Policy: The registration cost can only be reimbursed if a replacement exhibitor is found. A minimum \$250 administrative fee will apply.

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
Karen Parker, FBC – Tel: 780-486-9679 / 1-800-493-9767; Email: kparker@foodbeveragecanada.com

Booth space funded in part by Agriculture & Agri-Food Canada through the FBC's 2009/2010 AgriMarketing program. Travel/Shipping funding to be requested in the 2010/2011 AgriMarketing budget.



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Registration Form

**Please FAX to Food Beverage Canada (FBC) at 780-484-0985 or
EMAIL: asawchuk@foodbeveragecanada.com**

Please print clearly

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Participant(s): *Name as it appears on your passport which must be valid for 6 months after your departure date from Singapore*

Name #1: _____ Title: _____ Email: _____

Name #2: _____ Title: _____ Email: _____

Cost to Participate

Product Showcase – Exhibit in the Canada Pavilion within FBC cluster

\$3,250 CDN for booth space of 6.75m² Total \$ _____

Payment Details:

Company cheque made payable to:

Food Beverage Canada
Suite 201, 17904 – 105 Ave
Edmonton, AB T5S 2H5

**** Participation is only guaranteed once a confirmation email is sent by FBC. Confirmations will be sent immediately upon receipt of your application, with payment, between the hours of 9am-4pm (MST) Mon-Fri ****

Credit Card:

VISA MASTERCARD AMEX

Card Number: _____ Exp Date _____

Name of cardholder: _____

Address on Card: _____

Signature: _____

**Signature confirms your company's intention to participate in this program and that you read & understood the terms as outlined. Payment must accompany registration to be accepted.
Program is offered on a first come – first served basis & space is limited!**

**Cancellation Policy: The registration cost can only be reimbursed if a replacement exhibitor is found.
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