



# JOIN OUR F&B TRADE MISSION TO THE NORTHEAST U.S. IN SEPTEMBER

Build and refine your Food & Beverage export strategy with best-in-class subject matter experts, and meet one-on-one with distributors and retailers who can help you enter and expand your market footprint in the U.S. Northeast.

## WHO SHOULD JOIN US

- Trade-ready Canadian companies in the Food & Beverage sector who are interested in selling their products in the Northeast U.S.
- Industry associations and service providers interested in connecting and building relationships with Canadian and American companies

## MISSION HIGHLIGHTS

- Highly curated business-to-business meetings with retailers, wholesalers and distributors
- Site visits to understand the regional supply chain and identify which products are being procured
- Panel discussion and education about industry trends and key challenges and opportunities in the market
- Visit to the Natural Product Expo East—the largest natural product trade show on the East Coast, hosting over 1,900 exhibitors and over 28,000 attendees

## WHY WE ARE GOING

- The U.S. is Canada's largest trading partner, and is the world's strongest economy with C\$23.79 trillion or 25% of global GDP
- Canada has the world's largest bilateral trading relationship with the U.S.—approximately \$47 billion is traded in agriculture and agri-food annually

## WHAT IS INCLUDED

- Ground transportation for the official program
- Networking events for the official program
- Curated business-to-business matching services
- Admission to the Natural Products Expo East

## WHAT IS NOT INCLUDED

- International flights to and from Canada
- Accommodations
- Meals outside of the official program



**Tuesday, September 11 –  
Friday, September 14, 2018**



**New York City  
Baltimore**



**Business Delegate – \$2,000  
Service Provider – \$4,000**

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