

JOIN OUR F&B TRADE MISSION TO THE ANUGA TRADE FAIR IN OCTOBER

World Trade Centre Toronto (WTC-T) is convening a trade mission to Cologne, Germany for the Anuga trade fair—the world’s largest and most prominent Food & Beverage exhibition, the top destination for global trend seekers within the sector and the ideal place to meet one-on-one with key industry decision makers.



WHY WE ARE GOING

- The Anuga trade fair is the world’s largest, featuring more than 7,400 exhibitors from more than 100 countries and hosting more than 165,000 visitors from 198 countries. It is the number-one destination for establishing international networks across all segments of the Food & Beverage sector.
- Germany represents the largest Food & Beverage market in Europe, valued at C\$482.8 billion in retail and food service sales, and the world’s third largest importer of Food & Beverage products with imports valued at C\$116.2 billion. The CETA free trade agreement gives Canadian producers a competitive edge in this lucrative market, and a gateway to the rest of the EU.

WHO SHOULD JOIN US

- Trade-ready Canadian companies in the Food & Beverage sector interested in selling their products in Germany and the EU
- Industry associations and service providers interested in connecting and building relationships with Canadian and European companies

MISSION HIGHLIGHTS

- Highly curated and professionally organized business-to-business meetings with potential buyers and go-to-market partners
- Site visits to key retailers, distributors and wholesalers to understand their supply chain and identify which products are being procured and distributed
- Panel discussions and education about the main trends in the industry and key challenges and opportunities in the market.

WHAT IS INCLUDED

- Ground transportation for the official program
- Networking events for the official business program
- Curated business-to-business matching services
- Entry tickets to the Anuga trade fair

WHAT IS NOT INCLUDED

- International flights to and from Canada
- Accommodations
- Regular meals outside of business program
- Visa application fees (if required)
- Shipping samples



Wednesday, October 2 –
Tuesday, October 8, 2019



Cologne,
Germany



Business Delegate \$2,750
Service Provider \$4,000

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