



# JOIN OUR F&B TRADE MISSION TO SAN FRANCISCO IN JANUARY

Build and refine your Food & Beverage export strategy with best-in-class subject matter experts and meet one-on-one with industry buyers and partners who can help you enter and expand your market footprint into the U.S. west coast.

The delegation is attending the *Winter Fancy Food Show*—the largest exhibition devoted exclusively to Specialty Foods & Beverages in North America. This is a unique opportunity for Canadian brands that are seeking to expand into the American market and the best place to reach natural, organic and healthy lifestyle buyers and partners from the U.S. west coast.

## WHY WE ARE GOING

- The United States is Canada's largest trading partner, and is the world's largest economy with US\$20.5 trillion or 25% of the world's GDP
- Canada has the world's largest bilateral trading relationship with the U.S. Approximately US\$47 billion are traded in agriculture and agri-food between the two countries annually
- The Winter Fancy Food Show is happening in January 2020, featuring more than 25,000 industry professionals and 1,400 exhibitors, and offering a broad range of more than 80,000 products.

## WHO SHOULD JOIN US

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

## MISSION HIGHLIGHTS

- Highly curated and professionally organized business-to-business meetings with distributors, wholesalers and retailers
- Site visits to understand the regional supply chain and identify which products are being procured and distributed
- Panel discussions and education about industry trends 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 Winter Fancy Food Show
- World Trade Centre Toronto booth at Winter Fancy Food Show

## WHAT IS NOT INCLUDED

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



Sunday, January 19 –  
Wednesday, January 22, 2020



San Francisco,  
California, U.S.A.



Business Delegate: \$3,000  
Service Provider: \$5,000



REGISTER AT [WTCT-SANFRANCISCO2020.EVENTBRITE.CA](https://www.eventbrite.ca/e/wtct-sanfrancisco-2020)

 @WTC\_TO

PROGRAM PARTNER

**RICHTER**  
AUDIT, TAX, CONSULTING.