



STEP
SASKATCHEWAN TRADE
& EXPORT PARTNERSHIP

Private Label Trade Mission to Chicago - November 2010



Saskatchewan Trade & Export Partnership (STEP) is planning a **Private Label trade mission to the Chicago area, for November 2010**. STEP is in the conceptualization phase for this strategic trade mission involving this key sector, and would like companies input on this mission.

Today more than ever private labels brands are becoming important to increasingly price sensitive consumers. According to a GfK Roper study, 57% of all shoppers now say that they purchase store brands frequently, up from 36% ten years ago. Moreover, 9 out of 10 consumers say that store brands are now as good as or better than national brands and one-third of all shoppers expect to buy more store brands in the year ahead.

For companies, Private Label offers the convenience of marketing your product under a well known and established store brand, without the cost of building your own brand awareness. As such Private Label gives you the opportunity to market your product at a fraction of the cost while maximizing sales in a shorter period of time.

STEP is planning the following events for this mission:

- Attend the **PLMA – Private Label Trade Show, November 14 – 16, 2010**, at the Rosemont Convention Center in Chicago, Illinois. STEP cannot take out a booth, but if you are a PLMA member company you can exhibit.
- **CDN Networking Reception** – Companies would be able to showcase their product at this reception that targets buyers. A Chef would be on hand to prepare your product, as well there would be a opportunity to set up a booth and exhibit your product(s). This has been a successful event for other provinces, drawing in many decision makers and an attendance of 300 when last held.
- **Store or Distributor Tours** - the Trade Commissioner from the Canadian Consulate in Chicago would host these tours, enabling companies to see first hand what major grocery stores have on their shelf, or to learn what a major food distributor is looking to source .
- **Matchmaking** – A consultant could be utilized to arrange one on one meetings with purchasers.

During the time of the **PLMA Trade Show** there will be many U.S., Canadian, and International buyers representing – supermarkets, mass merchandisers, convenience stores, wholesalers, and more in Chicago looking to source, learn, and make contacts.

Funding may be available through the STEP Market Access Program (MAP) for approved applicants for this event. STEP MAP will provide up to 50% reimbursement on airfare, hotel and booth space rental fees for up to two company representatives. For complete information on the program, please refer to www.sasktrade.sk.ca or indicate below that you wish to discuss.



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As STEP is in the conceptualization phase for this strategic trade mission, STEP is looking for companies to express their interest, so that we can proceed with confirming details for this mission.

If you are interested in this trade mission, please let me know by **Friday, September 10, 2010**.

I am interested in this trade mission. Please contact me.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

Signature: _____

Please return this form to Tamara Sebesten, Administrative Coordinator – Trade Development
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