

BioFach and Market Outreach to the UK February 12 - 20, 2019 Nuremberg, Germany

STEP is recruiting companies to participate at BioFach, the world's largest organic trade show, taking place in Nuremberg, Germany from February 13-16, 2019. STEP's space in the Canadian Pavilion at BioFach will present Saskatchewan's certified organic agriculture and food and beverage products to the international organic marketplace. With the Canada-EU free trade agreement coming into force, this may open up opportunities for Saskatchewan products on one of the largest organic consumer markets in the world.

Celebrating its 30th anniversary, BioFach 2019 is expected to be the largest show yet. In 2018, the event saw 50,000 trade buyers from 134 countries to experience the unique variety of the organic industry at the stands of 3,218 exhibitors.

At this time there are 3 ways to participate in the STEP mission to BioFach 2019:

- STEP has booth spaces booked in the Canadian Pavilion. The cost for a turn-key area within STEP's space is **\$5,500 CAD**. *For first time exhibitors there will be an additional charge for new graphics*
- Companies can exhibit on their own.
- Companies can attend and walk the show.

Additional Post Show Outreach in the UK

STEP is working with the Canadian Trade Commissioner Service and consultants in the UK to put together a 2-day outreach program following the conclusion of Biofach. This optional addition to the mission will give participants a chance to learn about a second European market. In 2018 STEP visited Belgium. Companies choosing to attend will take part in market briefings, key buyer meetings and store tours. Dates for the visit will be February 18-19, 2019.

Funding:

You may qualify for funding under STEP's Market Access Program (MAP). MAP provides up to 50% reimbursement on airfare, accommodations and booth space (if applicable) for qualified applicants. The deadline for applying is December 21st, 2018.

Accommodations:

STEP has a block of 8 hotel rooms reserved at the Arvena Park Hotel the rooms will be held until December 10. The cost is €205 per night for single occupancy or €235 per night for double occupancy and includes breakfast. The hotel is approximately a 10 minute train ride that stops conveniently at the trade

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show grounds. Please indicate on the feedback form if you want rooms in the block. A credit card will be required to hold the reservation.

Please contact Jeff Cooper with any questions about this mission at 306-933-6512 / 306-291-4260 or by email jcooper@sasktrade.sk.ca.

- I am interested in booking a booth space with STEP in the Canadian Pavilion at BioFach. (\$5,500 CAD)
- I am going to book my booth space directly with the show.
- I will attend, but will just walk the show.
- I am interested in visiting the UK as part of the post-show outreach. Please contact me to discuss.
- I would like to take a room in STEP's block of reserved hotel rooms (STEP will require a credit card number in order to guarantee your room reservation).
- I am interested in STEP's Market Access Program (MAP). Please contact me to discuss.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ E-mail: _____

Signature: _____

Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.

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