

Virtual Trade Mission – Saskatchewan Showcase to Southeast Asia (Indonesia, Philippines, Singapore, Vietnam, Brunei Darussalam) May 3-14 & June 1-5, 2021

STEP is inviting its members to attend the Virtual Trade Mission to Southeast Asia (Indonesia, Philippines, Singapore, Vietnam, Brunei Darussalam) May 3-14 & June 1-5, 2021.

By partnering with the Canadian Trade Commissioner Service and other provinces, this virtual mission is to help STEP agri-value members enter South Eastern Asia markets including Indonesia, Philippines, Singapore, Vietnam, and Brunei Darussalam (TBC). The virtual mission is anticipated to take place during the weeks of May 3-14 (Singapore, Vietnam and Philippines) & June 1-5, 2021 (Indonesia and Brunei Darussalam), during the evening, Saskatchewan time. Business to business meetings will be arranged through Zoom with the support of a selected service provider. A market brief webinar will be held prior to the event to help participating companies learn these markets, business cultures and prepare for the b2b meetings.

Southeast Asia's growing population and ongoing urbanization are driving the increased consumption of higher value food & beverage products throughout the region. In particular, the growing middle class is developing a taste for high protein foods that are convenient and nutritious. The region is also experiencing high growth in demand for red meat, poultry and bakery products. However, Southeast Asian countries are by no means a homogenous group of markets. Each is characterized by varying degrees of market protection, market maturity, industrial structure, income levels and cultural norms.

Targeted sectors: *(Subject to country-specific market access and regulations)*

- Processed foods: health foods, honey, bakery, confectionery, jams, sauces, dietary supplements, etc.
- Alcoholic beverages

Please complete the attached Canadian participants profile and this EOI and submit your company logo to register.

As a member you have the option to choose which markets you would like to participate in and are not obligated to engage in all of them.

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Please indicate your interest in this mission:

- Singapore, Vietnam and Philippines – May 3-14, 2021**
- Indonesia and Brunei Darussalam – June 1-5, 2021**

*Mission participating fee will be \$100.00 CDN. This fee is to help offset the cost of translators, a third-party service provider and software licenses. If you are not successful in obtaining any b2b meetings, participation fees will be reimbursed.

- I am unable to attend this trade mission but would like to be represented by STEP in this market.**

Company Name: _____

Contact Name/Title: _____

Telephone: _____ E-mail: _____

Mission participants Name & Title if different from above: _____

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.

Expression of interest deadline: **Friday, March 9, 2021**
Please return to Andrew Doan, Trade Officer, Asia: adoan@sasktrade.sk.ca

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