



EXPRESSION OF INTEREST

SIAL China 2019 & Seoul Food 2019, with Outreach to Taiwan May 13-24, 2019 Shanghai, Chongqing, Seoul, and Taipei

Saskatchewan Trade and Export Partnership (STEP) is recruiting members to exhibit or visit at SIAL China (Asia's largest and the 3rd biggest food innovation exhibition in the world) in Shanghai, China from May 14-16, 2019 and Seoul Food 2019 from May 21-24, 2019. For non-exhibitors, STEP will also organize outreaches to Chongqing, China, and Taipei, Taiwan during the mission.

The 2019 edition of SIAL China will be held at the Shanghai New International Expo Centre (SNIEC), Shanghai from May 14-16, 2019. SIAL China is an excellent opportunity to showcase new to market food products and make new business contacts in the country. In 2018, the event attracted about 110,000 trade visitors and 3,400 exhibitors from 67 countries and regions. By partnering with the Saskatchewan Trade and Investment Shanghai office, STEP will organize members to exhibit or visit the show.

Under the Free Trade Agreement of Canada and South Korea, South Korea has quickly gained attention as one of the most potential markets in Asia for the Canadian and Saskatchewan agricultural food sector. Recently, Seoul Food 2019 has been added into the flagship shows to receive more support from the Federal government and the industry.

By partnering with the Trade Commissioner Service at the Embassy of Canada to Korea, and other provinces, STEP will organize supermarket and business tours with a market briefing on May 19, 2019 as well as an export café event including table top display and business to business matching on May 20, 2019 for agricultural and agricultural food companies to attend. Agricultural food companies also have the opportunity to exhibit in the Canada Pavilion at Seoul Food 2019, which will take place from May 21-24, 2019 in Seoul, South Korea. Funded booth space at Seoul Food 2019 is only \$1500 per 9sqm standard booth. For further details on the show, please visit:

<http://www.seoulfoodnhotel.co.kr/>

Proposed Dates and Program

Friday, May 10: Fly to Shanghai, China

Saturday, May 11: Arrive in Shanghai, China

Sunday, May 12: Free day

Monday, May 13: Business to business meetings and set up booth at 2019 SIAL China

Tuesday - Thursday, May 14-16: Exhibit at 2019 SIAL China

Thursday & Friday, May 16-17: Outreach to Chongqing, China; for non-exhibitors only

Saturday, May 18: Fly to Seoul, South Korea

Sunday, May 19: Supermarket tour

Monday, May 20: Export café event and business to business matching in Seoul, Korea

Tuesday - Friday, May 21-24: exhibit at Seoul Food 2019

Wednesday, May 22: Fly to Taipei, Taiwan; for non-exhibitors only

Thursday & Friday, May 23 & 24: program in Taiwan

Saturday, May 25: End of the mission, fly back to Canada

STEP Market Access Program (MAP) – a funding program for new market development efforts may be available for regular members to attend SIAL China 2019, walk through Seoul Food 2019, and outreaches. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives. For complete information on the program, please refer to www.sasktrade.sk.ca or indicate on the following page that you wish to discuss.

Please note: There will be no additional funding for Seoul Food show exhibitors as all funding has been utilized to lower the booth price to \$1500 per standard 9sqm booth.



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Please indicate your interest in this mission:

- I am interested in participating in the mission and wish to take part in:
 - Exhibiting at SIAL China 2019 from May 14-16, 2019 via STEP; price of 9sqm will follow when it becomes available
 - Walk SIAL China 2019 on May 14 & 15 and attend the outreach program in Chongqing, China on May 16 & 17, 2019
 - Exhibiting at Seoul Food 2019 and apply for booth space in the Canada Pavilion at the price of \$1500 per 9sqm standard booth
 - Participating in the Seoul portion including walking through Seoul Food 2019 from May 19-21, 2019
 - Participating in the outreach program to Taiwan, Taipei on May 23 & 24, 2019
- I am interested in applying for funding through STEP MAP
- I am unable to attend this trade mission but would like to be represented by STEP in these markets.

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:

February 15, 2019: For exhibitors who require booth space at SIAL China 2019 and Seoul Food 2019

March 29, 2019: For participants who do not require booth space

Please return to Ms. Pat Chobot, Sr. Administrative Coordinator
pchobot@sasktrade.sk.ca Fax: 306-787-6666

Yi Zeng, Sr. Director, Asia
P.O. Box 1787 | #320 - 1801 Hamilton Street
Regina, Saskatchewan S4P 3C6
Tel: 306.787.2194 Fax: 306.787.6666

E-mail: yzeng@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)