



# EXPRESSION OF INTEREST

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## ***Trade Mission to 2019 VIV Asia March 12-15, 2019 Bangkok, Thailand***

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Saskatchewan Trade and Export Partnership (STEP) is recruiting members to exhibit at or visit the 2019 VIV Asia in Bangkok, Thailand from March 12-15, 2019.

VIV Asia is a biennial trade exhibition in animal production and processing for swine, dairy, fish and shrimp, poultry broilers and layers, cattle and calves. From feed, genetics, meat processing, and food engineering, the show covers all areas of animal production.

The 2019 VIV Asia will be again held at the Bangkok International Trade & Exhibition Centre (BITEC). As the leading and largest show in the sector in the ASEAN region, the show attracts approximately 1,250 international exhibitors and 57,000 professional visitors from all over the world. For more detailed information on VIV Asia, please visit the website: [www.vivasia.nl](http://www.vivasia.nl)

South Eastern Asia is currently one of the main importers of animal feed ingredients in the global grain and feed market for processing and supplying animal feed products. Thailand remains a leading animal feed processor in the region.

Partnering with the Provinces of Alberta and Manitoba, STEP has been working with the show to organize a first-time Western Canadian Pavilion at the show. We have reserved ten 4x3m booths for companies from Western Canadian provinces to exhibit. Companies from the animal feed ingredients, additive, genetics, and processing sectors are encouraged to exhibit at or walk through the show.

The price of the booth space in the Western Canada Pavilion at the show is the following: €295 (\$443CDN) Registration fee, €599 (\$901CDN) Corner booth fee, €5,995 (\$9,012CDN) for a 12 sqm booth (4 meters in width and 3 meters in depth), Grand total: €6,889 (\$10,356CDN).

Supported by the Embassy of Canada in Bangkok, STEP will organize market briefing and sector overview presentations prior to the show on March 12, 2019.

### **Proposed Dates:**

Saturday, March 9: fly to Bangkok, Thailand

Sunday or Monday, March 10 or 11: arrive in Bangkok, Thailand

Tuesday morning, March 12: market briefing and sector overview presentation

Tuesday afternoon, March 12: booth set up

Wednesday, March 13: first day of show

Thursday, March 14: second day of show

Friday, March 15: last day of show

Saturday, March 16: end of program, fly back to Canada



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**STEP Market Access Program (MAP)** – a funding program for new market development efforts may be available for regular members. 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](http://www.sasktrade.sk.ca) or indicate below that you wish to discuss.

Please indicate your interest in this mission:

- I am interested in participating in the mission and wish to take part in:
  - The pre-show program in Thailand on March 12, 2019
  - Exhibiting in the Western Canadian Pavilion at the show from March 13-15, 2019
  - Exhibiting at the show from March 13-15, 2019 but will obtain my own booth from the show directly
  - Walk through the VIV Asia show from March 13-15, 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 this market.

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mission participants Name & Title if different from above: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Expression of Interest Deadline: **November 30, 2018***

*Please return to Ms. Pat Chobot, Sr. Administrative Coordinator  
Fax 306-787-6666 [pchobot@sasktrade.sk.ca](mailto:pchobot@sasktrade.sk.ca)*

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Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

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