

Nordic Future Food May 31 - June 1, 2023 Stockholm, Sweden

Saskatchewan Trade and Export Partnership (STEP) is pleased to invite you to participate in a trade mission to **Nordic Future Food** being held **May 31 – Jun 1, 2023, in Stockholm, Sweden.**

<https://nordicfuturefood.se/engelska/>

The Nordic Future Food conference and the two co-located trade shows Food & Drink 2023 and FoodTech 2023, bring the food industry together for two intensive days of networking and doing business. This event is the region's premier event focused on the future of food & beverages and food technology. It will provide Canadian suppliers the opportunity to meet with key decision makers in the whole food value chain. The event provides the opportunity to meet 100+ industry stakeholders and brands, and it is strategically located in Stockholm where most headquarters in Sweden are located and where decisions are made.

In addition to the 2 days event, we are working with the Canadian embassy in Stockholm on organizing events on May 29 and 30.

Monday May 29, Market key intelligence briefing and Market Channels

- Meeting with Food Suppliers Association
- Introduction by leading grocery chain
- Meeting with HORECA association and members
- Culinary trends, Chef of the Year
- CETA-training session with Global affairs expert from Brussels

Tuesday May 30, B2B, Tasting and Networking.

B2B with potential partners from retail, production and wholesale segments.

- B2B program
- Tasting/networking event
- Booth set-up

Roy Hawat, Director – Agri-Value

#400 – 402 21st Street East

Saskatoon, SK S7K 0C3

Tel: 306.371-1699

E-mail: rhawat@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA



EXPRESSION OF INTEREST

Cost to Exhibit:

The cost to exhibit in the shared booth is \$1,000 -1,500 CAD. Each exhibiting company will receive a directory listing, two exhibitor badges and access to shared meeting tables and pre-show promotion.

Hotel Accommodation:

Hotel Scandic Victoria Tower. It is 5 min from the exhibition ground, and next to a mall and train station. The cost is CAD 190/night.

MAP Funding:

Companies exhibiting with STEP are eligible to apply for funding through STEP MAP program, which will cover 50% of the travel expenses.

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- I am interested in sharing booth space with STEP at Nordic Future Food (\$1,000 – 1,500 CAD)
 - I am unable to attend but would like you to represent me at the show. Please contact me.
 - I am interested in applying for STEP's Market Access Program (MAP).
Deadline to apply for funding is April 7, 2023

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

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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