



Welcome to the May/June 2015 edition of the Food and Beverage E-Newsletter. This publication has been developed to keep industry stakeholders up-to-date on trade shows, trade missions, training sessions, and news that affect the sector. For more information on any of these topics, please email [Deborah Guillemette](mailto:Deborah.Guillemette@gov.nl.ca), Economic Development Officer at the Department of Business, Tourism, Culture and Rural Development or call (709) 729-1943.

## New York Fancy Food Show 2015

### New York, NY, USA

*June 28-30, 2015*

Atlantic Canada is collaborating to bring our finest flavours to attendees and exhibitors of the Summer Fancy Food Show June 28-30, 2015 in New York City. We are now inviting companies to submit their expression of interest to attend as part of the Atlantic Canadian Pavilion.

It is our goal to have two to three companies from each Atlantic Province join us at this, the East Coast's largest specialty food and beverage event.

We invite you to exhibit with 2,400 exhibitors, 80 different countries and regions, and put your products in front of over 24,000 quality buyers. This opportunity will present you with the chance to expand your business in the US market alongside other Retail Professionals, Restaurants, Cafés, Caterers, Foodservice Institutions (Country Clubs, Resorts, Hotels, Hospitals and Universities), Distributors & Wholesalers (to foodservice), Distributors & Wholesalers (to retail), Associate Trade Show Attendees, Cooking School/Educational Consultants, Media/Publication, Manufacturer/Producer.

#### **As a participant you will get:**

- Face-to-face opportunities to increase your export sales
- Promote your competitive advantage to international buyers/partners
- Opportunity to present your company and products in pre-scheduled 10 minute appointments with some of the industry's most important distributors, retailers and foodservice buyers
- Educational seminars and talks addressing the basics of specialty food, innovation, trends, and other topics important to manufacturers, retailers, and other members of the trade
- Access to the Canadian Pavilion networking dinner organized by the Consulate of New York
- Participants will discover 180,000 products including confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more

The cost to exhibit at this show is \$1500 and the cost to walk is \$500. Both fees include educational seminars, tours, and matchmaking. The exhibiting fees also includes a turn-key booth with signage.

Travel assistance may be available to those who qualify – please indicate if you would like an application forwarded to you.

For more information on this show please visit: <https://www.specialtyfood.com/shows-events/summer-fancy-food-show/>

If this opportunity sounds right for you and your business, please submit your expression of interest to Deborah Guillemette by email at [dguillemette@gov.nl.ca](mailto:dguillemette@gov.nl.ca) no later than Friday, May 22<sup>nd</sup>, 2015.

# 8th Annual SEUS-CP Conference

## Charlottetown, PEI

*June 28-30, 2015*

Recruitment is currently underway for the 8<sup>th</sup> Annual South East United States – CP (SEUS-CP) Conference. This year's prestigious event will be held in Charlottetown, Prince Edward Island from June 28-30, 2015 at the PEI Convention Centre. With more than 200 Canadian and U.S. business leaders participating, this conference will offer a great opportunity to network with key global leaders.

The most valuable component of the Conference is the B2B matchmaking program. This B2B matchmaking program will match delegates from across the 13 alliance jurisdictions to maximize business opportunities. As well, businesses will have the chance to meet directly with procurement officials from the SEUS/CP anchor companies. Some of the key sectors of focus this year include the food and beverage sector.

If you are interested in attending this B2B event or would like more information on this opportunity please contact [Gillian Chatman](#) or [corinnestcroix@gov.nl.ca](mailto:corinnestcroix@gov.nl.ca) at the Department of Business, Tourism, Culture and Rural Development.

## Available Reports

The following are the latest global market reports prepared by the International Markets Bureau of Agriculture and Agri-Food Canada (AAFC):

- [Market Overview – United States](#)
- [Doing Business with Metro Group in Western Europe](#)
- [Foodservice Profile – China](#)
- [Business Environment – Japan](#)


## Other Reports (Please contact Deborah Guillemette to request the reports below):

- Newfoundland Exports by Product
- Newfoundland Imports by Product

## Funding Programs

### Canada - Newfoundland and Labrador Job Grant

The program is targeted to private sector and non-profit employers. This program will provide a financial contribution to employers for employer-sponsored training for existing and new employees. Training costs will be shared between the employer and government. The maximum government contribution will be \$10,000 for each employee trained. The goal of the program is to increase labour force participation and to help develop the skills necessary to find and keep meaningful and long term employment and to encourage employer involvement in training to ensure that skills are aligned to job opportunities.

The Program Fact Sheet outlines the program in more detail for interested employers and employees. Press here for a direct link to the [Fact Sheet](#)  (840 KB).


Employers in the private and non-profit sectors may apply. Eligible employers must:

- Be incorporated and have a Canada Revenue Agency business number;


- Be in good standing with Registry of Companies; and,
- Have an office location/base in Newfoundland and Labrador.

Interested employers must complete and submit an application to the Department of Advanced Education and Skills. Employer applications must be received 30 days prior to the commencement of training.

On-line Application: Employers must register in the Department of Advanced Education and Skills' LaMPSS payment system to apply on-line. Once registration is complete, a password and user ID will be provided. To register, please press [Register on LaMPSS system](#).

Program Guidelines have been developed in order to assist employers applying on-line. They can be viewed and printed by pressing [Program Guidelines](#).  (266 KB).

Once registered on the LaMPSS system, employers may apply directly on-line and/or update information using its self-serve function and the provided user password and ID. To apply on-line using the self-serve component of LaMPSS, please link to the following website which contains LaMPSS User Guidelines, System Requirements and the Login [LaMPSS Employer Self-Serve](#). application in pdf form

Paper Applications: Completed applications may be submitted by mail, fax, or in-person. A copy of the for the purposes of printing and submitting on paper only can be obtained at the following location [Canada NL Job Grants Application](#)  (1 MB).

Further Information: For further information, please contact the department using the following information.

Labour Market and Career Information Hotline  
Department of Advanced Education and Skills  
Toll-free: [1-800-563-6600](tel:1-800-563-6600)  
TTY: [1-866-729-4685](tel:1-866-729-4685)  
Fax: [1-709-729-1129](tel:1-709-729-1129)  
Email: [LMCIHotline@gov.nl.ca](mailto:LMCIHotline@gov.nl.ca)



*Funding provided by the Government of Canada through the Canada Job Grant*

## **Funding: Funding Opportunities Directory**

For a listing of funding opportunities available through Government of Newfoundland and Labrador, opportunities for social enterprise, education and employment programs, and other funding opportunities, please visit the Office of Public Engagement website to view the [directory](#).

## **Food and Beverage Newsletter Back Issues**

Previous editions of the Food and Beverage Newsletter are available on the Department of Business, Tourism, Culture and Rural Development's website: <http://www.btcrd.gov.nl.ca/sectordev/agrifoods.html>



The Food Processing Human Resources Council (FPHRC) has developed Canada's first certifiable online exam for the position of a HACCP Professional. Showcase your skills and expertise in the food processing industry with this designation!

#### **A PERSONAL DECISION. A BUSINESS ADVANTAGE.**

- Write it anywhere! This virtually proctored exam is available online, 24/7
- Our 8-step guide allows for a stress-free application process
- Eligible applicants will have 3-years experience in a HACCP role. Your on-the-job experience is the key to success!
- Enhance your status - receive your designation and add the prestigious CCHP title next to your name
- Available in English or French
- Affordable and convenient!
  - **CCHP Designation: \$450.00; Practice Exam: \$45.00**
- **Look into having 2/3 (\$297) of the exam cost paid by the Canada Job Grant Program in your province at**

[www.esdc.gc.ca](http://www.esdc.gc.ca)

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Canadian  
Manufacturers &  
Exporters

Manufacturiers et  
Exportateurs du  
Canada



## Accelerate your Exports through Skills Development

Are you new to exporting or looking to enter a new foreign market? CME's **Export Success Program**, sponsored by EDC, is tailored to meet the needs of businesses interested in growing through international business development.

Our condensed training sessions from the Forum For International Trade Training (FITTskills) offer you and your team the fundamentals of exporting so that your company can reach your global potential faster.

Featuring qualified international business facilitators, the program will allow you to:

- Understand how to effectively build export capacity;
- Improve export success by accessing new markets;
- Avoid logistical errors when going global; and
- Earn credit towards a FITT Certificate or Diploma in International Trade.

**Get Export Ready by registering today for an upcoming two-day session.  
Spaces are limited**

### - Becoming Export Ready -

**May 2015 - Schedule**

**[Thursday May 28th & Friday May 29th - 9 am to 12 pm - Register here](#)**

**June 2015 - Schedule**

**[Tuesday June 9th & Wednesday June 10th - 12 pm to 3 pm - Register here](#)**

**[Thursday June 25th & Friday June 26th - 9 am to 12 pm - Register here](#)**

#### Topics in these sessions include:

- Recognizing the role of Canadian manufacturers globally
- Performing an organization's export readiness analysis
- Identifying tools for trade and technology to enable global supply chain enhancements
- Selecting transportation modes and contracting service providers
- Performing market research and executing an export marketing plan
- Understanding the methods of payments available through international trade finance
- Recognizing logistics costs, risks and responsibilities through the application of Incoterms® 2010

**Location:** CME Offices - 6725 Airport Road, Suite 200, Mississauga ON L4V 1V2

**Cost:**

CME Members: \$ 495.00 + applicable taxes

Non-members: \$ 595.00 + applicable taxes

**With your registration you receive:**

- Small class size facilitated by certified instructor;
- eBook copy of FITTskills textbook for this session;
- electronic handouts and power point presentations;
- access to online learning platform;
- access to online exam for FITTskills Module 1; and,
- Certificate of Completion.

**Canada Job Grant is available to cover a portion of the courses - Contact us for more details**

**About FITT:**

The Forum for International Trade Training (FITT) is a not-for-profit organization dedicated to providing international business training, resources and professional certification to individuals and businesses.



Don't forget to visit CME's Enterprise Canada Network (ECN) for direct access to thousands of global businesses and researchers looking for partners like you. Visit [www.enterprisecanadanetwork.ca](http://www.enterprisecanadanetwork.ca).

**FOR MORE INFORMATION**

For more information, please contact Emiliano Introcaso at (905) 672-3466 ext. 3255 or email [emiliano.introcaso@cme-mec.ca](mailto:emiliano.introcaso@cme-mec.ca)



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