



Canada Virtual Trade Mission

Virtual
September 21-25, 2020

Canada has the 10th largest nominal GDP in the world in 2019, at 1.73 trillion USD. In 2018, U.S. exports of consumer-oriented products to Canada reached \$16 billion, nearly double the value of the next largest market. Canada sources nearly 60 percent of total consumer-oriented product imports from the U.S. The United States-Mexico-Canada Trade Agreement (USMCA) renegotiation is completed and ratified, leading to countless opportunities in the market!

Please join SUSTA on this Virtual Trade Mission! This is a great opportunity to explore the Canadian market and meet with Canadian buyers without leaving your home! The mission includes a consultation with our Consultant, Argyle Public Relations, to discuss your products and the Canadian Market. Argyle will then conduct market research regarding your products and will provide a Market Assessment, which will give you some insight on a variety of topics including competition and pricing! After you have had a chance to review the Market Assessment and prepared, you will meet virtually with up to three Canadian buyers!

Participation Fee: \$25.00 (Participants cannot have participated in June 2020 Canada Virtual Trade Mission)

Important Dates:

- Week of July 27th: Market introduction one-on-one virtual meetings
- August 28th: Customized Market Assessment delivered to participating companies
- Week September 21st: One-on-one virtual meetings with Canadian buyers

Fee Includes:

- Market introduction one-on-one virtual meetings with Canadian trade representatives
- Customized Market Assessment
- One-on-one meetings with Canadian buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: July 17, 2020 (No refunds for cancellation after this date)

Industry Focus: Ingredients, Natural/Health, Organic, Retail Products

Product Description*: Unique and healthy (e.g., gluten-free, organic, all natural, low sugar and free from products) shelf-stable products recommended

***No alcohol products, please**

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