

## INNOVATORS IN FOOD

### - a Dutch-Canadian partnership in food processing -

The food and beverage processing industry is the largest manufacturing industry in Canada in terms of value of production. However, the industry faces underperformance when it comes to innovation and international competitiveness, due to years of protectionist policies.

Recently, the Canadian government and several Canadian industry representatives have demonstrated a serious interest to intensify cooperation with the Netherlands on food processing. The CETA Free Trade Agreement will come into effect from 2016, abolishing import duties on agricultural machinery. A MoU has been signed, among others with GMV, in order to increase the transfer technological knowledge and to introduce new processes, technologies, machinery and products between the Canadian and Netherlands food industry, bio-based industry and academia.

FME & GMV aims to set-up a cluster of companies that are interested in seizing the business opportunities that these developments have created.

### Partners for International Business Program (PIB)

In short, the PIB is a cluster of companies that will commit to a 3-year action plan to discover and grow business opportunities together, co-financed by Dutch Government (RVO).

GMV and FME aim to form a partnership of companies and relevant institutes from the Netherlands focussed on the Canadian food processing market (and all related areas). The 3-year program consists of cooperation during marketing, trade, promotional activities and the exchange of expertise and innovations on specific sub-sectors.

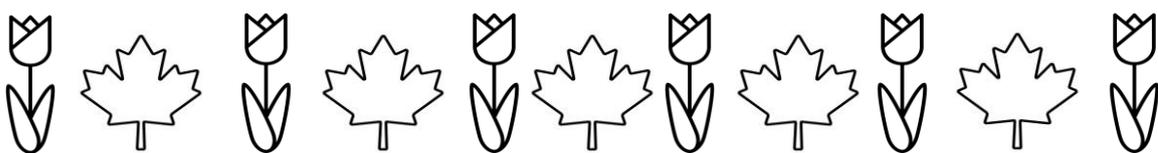
PIB is a program to establish a public-private partnership between the private sector and the Dutch Government to introduce and market the Dutch Industry Suppliers in Canada. Support by the Dutch government is given in terms of co-financing of activities, economic diplomacy, G2G lobbying & K2K programmes.

### Goal of the Initiative

The strategy and activities of the program are member-driven, designed by the participants themselves. GMV/FME will facilitate the process and coordinate with all relevant stakeholders in the Netherlands & Canada. Generally speaking, the program aims to:

1. **Promote & market** Dutch solutions in Food Processing,
2. **Generate** leads and expand a network with relevant Canadian companies/institutes,
3. **Exchange** of expertise and ideas on specific areas (to be determined by participants),
4. **Enhance** cooperation among the participants.

All activities and efforts aim to create, improve or grow business opportunities in Canada for the participating companies of the cluster. Through cooperation, companies can achieve a larger impact in the fragmented Canadian Food Processing Industry, through a cost-efficient and co-financed program 3-year program.



### What instruments will be used?

Clearly, there is no fixed format for this program, the PIB encompasses several instruments to achieve its goal to promote and market Dutch suppliers for the Food Processing Industry:

**1. Marketing & Promotion**

*Includes: Dutch Food Processing Industry branding, promotional video's, independent website, high quality promotional video's and booklets for the cluster.*

**2. Principle Trade Fairs, including Holland Pavilions & Match-making, for example:**

- *Nutrifood, 26-27 Juni, Expo on Advances in Human Nutrition, Toronto*
- *IFT16, 16-19 Juli, Food Innovation Event, Chicago*
- *SIAL, 13-15 april, International Food Expo, Montreal,*
- *CPMA Trade Show, 12-14 april, Fresh Produce Expo, Calgary,*
- *Bakery Showcase, 1-3 mei, Bakery Showcase Toronto,*
- *CHFA West trade show, 14-15 mei, natural health and organics industry, Vancouver*
- *CFHA East, Conference 15-16 september, trade show, 17-18 september, Toronto, Canada.*

**3. Trade Missions**

*Includes: Incoming missions from Canada & outgoing missions to Canada.*

**4. Knowledge-to-Knowledge exchange (K2K)**

*Includes: conferences, seminars, workshops.*

**5. Feasibility Studies & Market Research**

**6. Economic Diplomacy by local embassy & consulates**

**7. Local Liaison Officer**

*Primary point of contact for the participating companies during the program.*

### Specific Sectors?

This program is focused on suppliers of technology, products and expertise for the Canadian Food Processing Industry. This includes both equipment and ingredients and related products. The program is open to all interested Dutch companies that see opportunities in Canada. Members of GMV and FME receive will receive a discount. The cluster will consist of 5-10 companies from the sector.

### Costs:

The costs of the program depend on the number of activities and the number of participants. Previous PIBs initiated by FME & GMV showed that, in case of 8 participants the costs varied between €3000 to €5000 per program year. This covers all communal costs during the events and instruments used by the PIB.

**Registration closes on the 15th of January, for questions contact:**

**Marcel van Haren**  
Marcel.van.Haren@FME.nl

**Arthur Vernooij**  
Arthur.Vernooij@FME.nl

**Daan Vreeburg**  
Daan.Vreeburg@FME.nl

