



News Release

For immediate release

REQUEST FOR APPLICATIONS

First Canadian Export Awards Gala

Montreal, October 31, 2006— Canadian agri-food firms are invited to submit their applications for two new Canadian export awards to be presented on March 28, 2007 at the first Canadian Export Awards Gala, as part of SIAL North America – Montreal 2007.

The ***Exporter of the Year*** Award will be given to a firm that has shown excellence in international food markets, through its strategic export approach, a significant breakthrough during the 2006 year, an increase in sales over the last three years, or the marketing of innovative products.

The ***Promotion of Canada's Brand Image*** Award will recognize the value of "food Canada" as an international reference for respecting high regulatory standards of quality, wholesomeness and environmental protection.

The two awards come with a \$5,000 grant and a promotion plan on Canadian and international markets. The *Exporter of the Year* and *Promotion of Canada's Brand Image* awards are sponsored by Agri-Food Export Group Québec-Canada through its International Market Development Strategy, which receives financial support from Agriculture and Agri-Food Canada.

In addition to the prizes, three other awards will be presented at the gala: the *Gold Olive Award* and the *Novitas Innovation Award*. Lastly, the *Bio-Food Export Award* will be given by the Ministère de l'Agriculture des Pêcheries et de l'Alimentation, Québec.

The 4th edition of the Salon international de l'alimentation SIAL-Montreal will be held March 28-30, 2007 at the Palais des Congrès de Montréal, with the expected participation of 750 exhibitors and 18,000 industry professionals from 80 countries. Since 2003, Montreal has been part of the prestigious biennial food trade shows of Réseau Expositum, the French company that founded the SIAL exhibitions in Paris, Buenos Aires, Singapore and Peking.

The first Canadian Export Awards Gala, which will also be held at the Palais des Congrès de Montréal, is the result of an alliance between Agri-Food Export Group Québec-Canada and SIAL-Montreal, two long-time partners for the promotion of Canadian food exports.

To enter the competition

Eligibility criteria and registration forms are available on the website of Agri-Food Export Group Québec-Canada, www.groupeexport.ca. **The deadline is February 9, 2007.**

To attend the Gala

To reserve your place at the Gala, please call (418) 861 8577 or 1 (877) 861 8577 or email veroniquefolny@groupeexport.ca. The cost is \$195 per person and \$1,750 for a table of ten (10) people. Taxes are applicable.

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