

Protein Trade Mission to Toronto, Canada

11- 15 May 2020

Is your company active in the field of innovative plant-based foods and do you want to explore international collaborations and markets? Then the Protein Trade Mission to Canada is an opportunity for you. The mission includes a visit to the world-leading Plant-Based Foods & Protein Ingredients Summit in Toronto, company visits and introductions in the protein sector in Canada.

The demand for plant-based foods is increasing and there are many opportunities for technology providers, food producers, retailers, foodservice operators, and brands to serve the consumer better and more inspiring foods. Consumers are also seeking more healthy and sustainable diets and they are increasing their plant-based foods intake.

Do you want to get to know the Canadian market business ecosystem? Or are you already active in North America and would you like to expand your network? Come and join us in the Dutch Protein Trade Mission to Canada. The 5-day trade mission includes visits to inspiring companies as well as networking events with possible trade partners.

Plant-Based Foods & Protein Ingredients Summit

Two days of the trip will be dedicated to the Bridge2Food 15th Plant-Based Foods & Protein Ingredients Summit North-America. The Plant-Based Foods & Protein Ingredients Summit in Toronto offers companies with a focus on protein an excellent platform to showcase their brand, launch new products, expand relationships with Canadian partners.

During the Summit, the companies have the opportunity to connect with food producers, growers, breeders, investors, research institutes and the government.

This unique Summit will enable brands to validate their strategies and develop new opportunities with key partners, retailers, and foodservice channels.

Added value of participation in the Protein Trade Mission

In addition to the Summit, participants of the Protein Trade Mission will be offered an additional visit program with company visits and introductions in the protein sector.

General information

Participation in this Protein Trade Mission is free-of-charge, but registration through the form is required.

Costs for participants are:

- Travel costs to Toronto;
- Accommodation costs in Toronto;
- Entrance ticket to the Plant-Based Foods & Protein Ingredients Summit (\$1.595 CAD)

Please note that the first 15 registrations through Oost NL for the Plant-Based Foods & Protein Ingredients Summit will receive an early bird discount of an additional \$100 CAD. The participant receives a special discount code from Oost NL, under the condition that the company participates in the full program offered.

Preliminary program

> Sunday, May 10

Departure Amsterdam - arrival Toronto

Afternoon:

Welcome dinner for the Dutch delegation, informal meet & greet

> Monday, May 11

Innovation Tour to Toronto region Plant-Based Foods & Protein Ingredients EcoSystem

> Tuesday, May 12

Dutch Canadian Protein meeting, with presentations, introductions, and 1-on1 Meetings, followed by a Bridge2Food welcome reception

> Wednesday, May 13

Morning:

Plenary Plant-Based Foods & Protein Ingredients Summit

Afternoon:

Track I - Plant-Based Foods Industry

Track II - Plant Protein Category Innovations

Track III - Pulse Value Chain Opportunities

Evening:

Summit Dinner

> Thursday, May 14

Morning:

Track I - Plant-Based Foods Industry

Track II - Plant Protein Category Innovations

Track III - Pulse Value Chain Opportunities

Afternoon:

Plenary Plant-Based Foods & Protein Ingredients Summit

Meet the Dutch'-event in collaboration with the Consulate General of the Kingdom of the Netherlands in Toronto & Vancouver.

> Friday, May 15

Free time to schedule follow-up meetings.

Farewell dinner

Flight back to Amsterdam on Friday night, arrival Saturday morning.

Organization

This trade mission is organized by Oost NL as lead partner of GO4EXPORT, in collaboration with RVO, Trade & Innovate NL Network, Embassy of Canada to the Netherlands, Embassy of the Kingdom of the Netherlands and Consulate General in Canada, Bridge2Food, The Protein Cluster and Foodvalley.

More information

Would you like to know more about the mission?

Please check www.go4export.nl/canada or contact

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Program manager of
GO4EXPORT



GO4EXPORT is an export promotion programme supported by the provinces of Overijssel and Gelderland and carried out by 15 cooperation partners.