

AUSSENWIRTSCHAFT
AUSTRIA

WEBINAR-REIHE F&B

LEBENSMITTEL & GETRÄNKE ERFOLGREICH NACH KANADA EXPORTIEREN

Webinar #1: Dienstag, 27. Februar 2024, 16 - 17 Uhr

Webinar #2: Dienstag, 05. März 2024, 16 - 17 Uhr

Webinar #3: Montag, 11. März 2024, 16 - 17 Uhr

Webinar #4: Dienstag, 26. März 2024, 16 -17 Uhr

AußenwirtschaftsCenter Toronto

Status: 26. Februar 2024 (Änderungen vorbehalten)



gefördert im Rahmen von

PROGRAMM WEBINAR-REIHE

„Lebensmittel & (alkoholfreie) Getränke erfolgreich nach Kanada exportieren“

Vielen Dank für Ihr Interesse an unserer F&B Webinar-Reihe für österreichische Lebensmittel- und Getränkehersteller bei der es um relevante Exportthemen für Kanada geht.

Ihre einmalige **Registrierung** gewährt Ihnen Zugang zu allen Teilveranstaltungen und ist bis zum letzten Webinar möglich. Die Zugangsdaten erhalten Sie vor dem ersten Webinar per E-Mail. Bei einer späteren Anmeldung erhalten Sie die Zugangsdaten wiederum vor dem nächsten Seminar. Um sicherzustellen, dass wir Ihre Bedürfnisse und Anliegen optimal ansprechen können, möchten wir gerne im Voraus Interessensgebiete abfragen bzw. Fragen einholen.

➤ **Bitte nehmen Sie daher an unserer Webinar-Umfrage teil.**

WEBINAR #1

Freihandelsabkommen, Marktüberblick, Konsumverhalten & Trends

Dienstag, 27. Februar 2024, 16:00 - 17:00 Uhr MEZ

Folgende Themen werden im Rahmen des Webinars behandelt:

- Aktuelle wirtschaftliche Lage & Exportzahlen Österreich-Kanada
- Vorteile des und Chancen durch das EU-Kanada Freihandelsabkommen „CETA“
- Marktstruktur Kanada: Wie ist der Markt aufgebaut, wer sind die wichtigsten Akteure
- Einblicke in das Konsumverhalten der Kanadier:innen und marktrelevante Trends

Unser Expert:innenpanel umfasst:

- **Mag. Gregor Postl**, Österr. Wirtschaftsdelegierter in Toronto (Gastgeber/Moderator)
- **Jo-Ann McArthur**, Food-Marketing-Expertin, Präsidentin von Nourish Food Marketing, Vorstandsmitglied Innovation & Sprecherin SIAL Canada
- **Dr. Sylvain Charlebois**, auch bekannt als "The Food Professor", Autor, Professor und Direktor des "Agri-Food Analytics Lab "an der Dalhousie University



Jo-Ann McArthur
Food-Marketing-Expertin
Präsidentin von Nourish Food Marketing und Vorstandsmitglied Innovation & Sprecherin bei SIAL Canada

Jo-Ann has spent a career building brands with consumers and retailers at Molson, Procter & Gamble, Unilever and others. As the owner and President of Nourish Food Marketing, Jo-Ann now builds powerful brands for food and beverage products in Canada, the US and Europe, creating marketing strategies that help move products off the shelves and into the consumer's shopping basket onto their plates and into their hearts. She has worked with entrepreneurs to launch award-winning products and with Municipal, Provincial and Federal agencies to create programs that support Canada's food industry. She has also been an instructor at Schulich Executive School of Business, FoodStarter (a food incubator), the Sponsorship Marketing Council of Canada and the Association of Canadian Advertisers.

[LinkedIn](#) | [Website](#)



Dr. Sylvain Charlebois
"The Food Professor"

Autor, Professor und Direktor
des "Agri-Food Analytics Labs"
an der Dalhousie University

Dr. Sylvain Charlebois is a Professor in food distribution and policy in the Faculty of Management at Dalhousie University in Halifax. He is also the Senior Director of the Agri-Food Analytics Lab at Dalhousie University. Before joining Dalhousie, he was affiliated with the University of Guelph's Arrell Food Institute, which he co-founded.

Known as "The Food Professor", his current research interest lies in the broad area of food distribution, security & safety. He is one of the world's most cited scholars in food supply chain management, food value chains and traceability. Since 2020, he co-hosts "The Food Professor" podcast, discussing issues in the food, foodservice, grocery and restaurant industries. The podcast is ranked amongst the top management podcasts in Canada.

Every year since 2012, Sylvain has published the highly anticipated Canadian Food Price Report, which provides an overview of food price trends for the coming year.

He has authored eight books on global food systems. He has also published over 775 peer-reviewed journal articles in several academic and professional publications. Furthermore, his research has been featured in several newspapers and media groups, including The Economist, the New York Times, the Boston Globe, the Wall Street Journal, Washington Post, BBC, NBC, ABC, Fox News, Foreign Affairs, the Globe & Mail, the National Post and the Toronto Star.

[LinkedIn](#) | [Website](#) | [X: @FoodProfessor](#)

WEBINAR #2

Distributionskanäle, Importeure & Eigenmarken

Dienstag, 05. März 2024, 16:00 - 17:00 Uhr MEZ

Folgende Themen werden im Rahmen des Webinars behandelt:

- Was sind die vielversprechendsten Distributionskanäle für österreichische Nahrungsmittel und alkoholfreie Getränke - Feinkostläden vs. Grocery Chains vs. Supermarktketten
- Wie finden Sie einen passenden Importeur/Distributor für Ihre Produkte
- Welche Chancen gibt es im Bereich Eigenmarken
- Und was ist „den Kanadier:innen“ in der Zusammenarbeit besonders wichtig

Unser Expert:innenpanel umfasst:

- Team AußenwirtschaftsCenter Toronto (Gastgeber/Moderator)
- **Pareen Hassanally**, Food-Marketing Consultant, Founder & Managing Director, Salud Brand Management Inc.
- **Peter Scopel**, Importeur/Distributor & Eigentümer Alliance Import Export Inc.
- **Sabrina McManus**, Private Label Expertin, Founder & Primary Consultant, Vantage Point Brand Management



Pareen Hassanally
Food-Marketing Consultant
Founder & Managing Director,
Salud Brand Management Inc.

Pareen is an entrepreneur at heart so it's no surprise that she created Salud to combine that entrepreneurial spirit with her love of healthy food. Working with like-minded entrepreneurs and helping to grow their business is what she enjoys most about her work, and her relationships with Salud's family of brands reflects her dedication to not just the product, but the people. With over 15 years of experience in the natural and organic food industry, Pareen has worked across diverse segments from manufacturing to sales and brand management. This diversity enriches her perspectives allowing her offer insights that drive impactful decisions.

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Peter Scopel
Importeur/Distributor
Eigentümer Alliance Import
Export Inc

Greetings! I'm Peter Scopel, the proud owner of Alliance Import Export Inc. Our expertise lies in importing and exporting high-quality consumer food products from all corners of the globe. With 18 years of successful experience in distributing natural and organic products, I took the leap. I acquired Alliance Import Export Inc. – a well-established business in Montreal, Canada, for over 18 years.

At Alliance, we're committed to managing your brand effectively in Canada and the USA. Additionally, we offer exciting private labelling opportunities. Whether you want to expand your market presence or enhance your product offerings, we've got you covered!

Feel free to reach out – I'd love to connect and explore how Alliance can contribute to your business success.

Website | peter@allianceimportexport.com



Sabrina McManus
Private Label Expertin
Founder & Primary Consultant,
Vantage Point Brand
Management

With over 22 years of dynamic leadership, Sabrina McManus is an energetic senior executive specializing in consumer-driven industries and is a natural relationship builder.

During her time at Loblaw Companies, she leveraged consumer insights to drive product innovation, strengthened brand loyalty, and enhanced customer experiences of the iconic President's Choice brand. Her strategic evaluation and assessment of brands led to key initiatives such as the No Name Simple Check project and the PC Plant based initiative both of which enhanced customer impressions by establishing differentiation. Collaborating with Marketing, she aligned strategies for increased sales and market share.

She has influenced many control brand strategies for customer-centric experiences and implemented successful product assortments. Her vision extends beyond leadership, inserting her unique vantage point on programs like Summer Insiders Report, creating brand lovers for years to come.

LinkedIn

WEBINAR #3

Regulatorische Richtlinien Teil 1 - Etikettierung, Verpackung, CETA & Zoll

Montag, 11. März 2024, 16:00 - 17:00 Uhr MEZ

Folgende Themen werden im Rahmen des Webinars behandelt:

- Überblick über regulatorische Richtlinien in Kanada, einschließlich der Vorschriften der Safe Food for Canadians Regulations (SFCR)
- Aktuelle Updates zur Kennzeichnung von Lebensmitteln in Kanada
- Erstellung der Nährwerttabelle für den kanadischen Markt
- Kennzeichnung von Nährwertinformationen auf Verpackung
- Überblick über das EU-Kanada-Freihandelsabkommen CETA und alle erforderlichen Schritte für einen erfolgreichen zoll-freien Import
- Die wichtigsten Import-Bestimmungen Kanadas betreffend Zoll und Lebensmittel-Richtlinien

Unser Expert:innenpanel umfasst:

- **Mag. Gregor Postl**, Österr. Wirtschaftsdelegierter in Toronto (Gastgeber/Moderator)
- **Stuart Greenfield**, Director, Business Development bei SNI/Source Nutraceutical
- **Erin Taraborelli**, Director, Regulatory Affairs bei SNI/Source Nutraceutical
- **Christian Sivière**, Zollexperte & Präsident bei Solimpex



Stuart Greenfield

Director, Business Development,
SNI/Source Nutraceutical

As Director of Business Development, Stuart identifies client needs and then connects them with the appropriate team members to assist and resolve their problems. He brings over 30 years of client-focused, solution-oriented business development and project management experience. Working with the SNI team, Stuart helps clients navigate our turnkey solutions, making sure they get the support they need in a timely and efficient manner.

With a deep portfolio and nearly 20 years working with clients from multinational retail chains to innovative niche brands, SNI is a trusted source for market compliance who boasts an in-house team of experienced regulatory affairs specialists, creative designers, and clinical trial professionals – all working together to execute a quick, compliant, and streamlined journey to market in Canada, the US, and around the world.

[LinkedIn](#) | [Website](#)

**Erin Taraborrelli**

Director, Regulatory Affairs bei
SNI/Source Nutraceutical

Erin has a Bachelor of Science degree with a specialization in Nutritional and Nutraceutical Science from the University of Guelph (Ontario), and over 20 years of regulatory experience in the US and Canadian markets. As the Director of Regulatory Affairs, she oversees a team of compliance specialists dedicated to providing clear, accurate regulatory guidance with a high degree of client satisfaction. Erin enjoys helping companies navigate complex regulatory challenges and achieve their goals in expanding to new markets, as well as training other regulatory professionals.

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**Christian Sivière**

Zollexperte & Präsident bei
Solimpex

Following a 30-year career in international logistics, Christian Sivière started a Montréal-based import-export consultancy in 2010, Solimpex, active in two areas:

- consulting to help SMEs grow internationally
- training on the Logistics, Customs and Regulatory aspects of International Trade, Free Trade Agreements, Supply Chain Management and related issues.

Christian lectures for the Canadian International Freight Forwarders Association in Toronto, gives seminars and webinars for various trade organizations like the Montreal Chamber of Commerce, The Toronto Region Board of Trade, Invest Ottawa, Supply Chain Canada and similar, and personalized training for importers and exporters.

Christian publishes articles in Inside Logistics and Supply Professional and is a CPMT accredited trainer.

[LinkedIn](#)

WEBINAR #4

Regulatorische Richtlinien Teil 2 - Safe Food for Canadians, Lizenzen & Mustersendungen

Dienstag, 26. März 2024, 16:00 - 17:00 Uhr MEZ

Folgende Themen werden im Rahmen des Webinars behandelt:

- Details zu Lizenzierungen und Importanforderungen, v.a. für nicht ansässige Importeure
- Best Practice Beispiele eines Zollbrokers
- Zoll-spezifische Importanforderungen
- Erfolgreiche Mustersendungen

Unser Expert:innenpanel umfasst:

- **Mag. Gregor Postl**, Österr. Wirtschaftsdelegierter in Toronto (Gastgeber/Moderator)
- **Leanne Lutomsky**, Director, Client Optimization bei SNI/Source Nutraceutical
- **Erin Taraborelli**, Director, Regulatory Affairs bei SNI/Source Nutraceutical
- **Bob Cowie** (Costums Broker), Vice President, Regulatory Affairs bei GHY/Geo. H. Young & Co. Ltd.



Leanne Lutomsky

Director, Client Optimization bei SNI/Source Nutraceutical

Leanne has a Bachelor of Science degree in Human Nutritional Sciences and years of experience working in food safety, regulatory and management roles. As the Director of Client Optimization, she is responsible for the development, continuous improvement, and strategic maintenance of both internal and external business. Leanne enjoys problem-solving and aims to build lasting relationships with clients, working hard to build a strong foundation of knowledge, trust and feeling of community amongst the entire SNI team.

[LinkedIn](#) | [Website](#)



Erin Taraborrelli

Director, Regulatory Affairs bei SNI/Source Nutraceutical

Erin has a Bachelor of Science degree with a specialization in Nutritional and Nutraceutical Science from the University of Guelph (Ontario), and over 20 years of regulatory experience in the US and Canadian markets. As the Director of Regulatory Affairs, she oversees a team of compliance specialists dedicated to providing clear, accurate regulatory guidance with a high degree of client satisfaction. Erin enjoys helping companies navigate complex regulatory challenges and achieve their goals in expanding to new markets, as well as training other regulatory professionals.

[LinkedIn](#) | [Website](#)

**Bob Cowie**

Vice President, Regulatory
Affairs bei GHY/Geo. H. Young &
Co. Ltd.

In addition to his extensive tenure at GHY International, spanning several decades, Bob is recognized as one of the foremost experts in garment and textile trade in Canada, with extensive knowledge of customs regulations and customer requirements. He works closely with GHY International's Canadian and U.S. clients and account management teams to streamline processes and reduce complexities related to customs regulations. In the Manitoba region he is well-known for his skill, energy, enthusiasm, and commitment to solving problems with creative and effective solutions.

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