



Invitation

Agri-Food Export Group's Annual Assembly The foodservice demystified !

Agri-Food Export Group Quebec-Canada invites all of its members and friends to join it for the sixteenth edition of the Agro-Export conference, the annual event for Quebec's agri-food exporters.

This year, Agri-Food Export Group is happy to invite you to the heart of Montréal, to the exceptional setting of the Parc Jean-Drapeau, a place where the beauty of nature meets that of the city!

Enjoy a day in the country... a stone's throw away from downtown !

On the agenda:

Lectures on topics that concern you, friendly exchanges, a unique opportunity to meet your peers, a cocktail the sun and a dinner featuring the flavours of Quebec and served in good spirits!

Join us—this is your day!

Thursday, June 15, starting at 1:00 p.m.

We look forward to seeing you!

Directions from downtown Montréal or the South Shore: Bonaventure Highway to Pierre-Dupuis exit. Keep going to Concorde Bridge, Île Notre-Dame exit, then turn left onto the Gilles-Villeneuve Circuit.

You can also visit the following Website:
www.parcjeandrapeau.com

Thursday, June 15
Parc Jean-Drapeau
Canada Pavilion
1 Gilles-Villeneuve Circuit
La Toundra Lounge



Program

- 1:00 p.m. Member greeting
- 1:30 p.m. Annual general assembly (members only)
- 3:00 p.m. **Coffee break**
and non-member greeting
- 3:30 p.m. Lecture:
"The Foodservice Market in Japan"
Kazutaka Kato, CEO
Japan Food Service
- 4:00 p.m. Lecture:
"La grande distribution dans le secteur HRI"
Speaker : Mr. Pierre Martella
Marketing Director, Sysco Food Service
- 4:30 p.m. Presentation of Canada's new brand image on
international markets
Sandra Gagné, A/Regional Director
Agriculture and Agri-Food Canada (Quebec)
- 5:00 p.m. Lecture: "L'essor économique de la Chine: une
menace ou une opportunité?"
Dr. Zhan Su, full professor of international
management and strategy
Université Laval
- 5:30 p.m. Garden cocktail... to meet, share and have fun!
- 6:15 p.m. Speech from the Quebec Minister of
Agriculture, Fisheries and Food and
presentation of the *Quebec Bio-Food Export
Award of Excellence*
Yvon Vallières (to be confirmed)
- 6:30 p.m. Speech from the Minister of Agriculture and
Agri-Food Canada
Chuck Strahl (to be confirmed)
- 7:00 p.m. Dinner featuring the flavours of Quebec!
- 8:50 p.m. Presentation of the *Export Group
Collaborator of the Year* award
Closing remarks by André A. Coutu, Chief
Executive Officer
- 9:00 p.m. Music and dancing to the summer beat!