

THE BC MINISTRY OF AGRICULTURE INVITES YOU TO ATTEND A SEMINAR ON:

# Expanding Your Presence in China

Opportunities for Experienced British Columbia Food and Beverage Exporters



WEDNESDAY  
FEBRUARY 22, 2017  
RICHMOND, B. C.

*There is growing demand in China for high-quality, healthy seafood and agrifood products. Guangzhou and Tianjin are ideal markets for experienced B.C. exporters looking to expand their presence in China. Come and learn from Chinese buyers and other trade experts about opportunities in these markets and how your company can leverage Guangzhou and Tianjin to achieve greater success in China.*

## Speakers



### Tony Shan

VIP.com  
Senior Business  
Development &  
Merchandising Manager  
Guangzhou



### Mr. Sun Shaofeng

Maplelife International Ltd  
General Manager  
Tianjin



### Joseph Cooke

Web Presence in China  
President  
Vancouver

## What to Expect

**PRESENTATIONS AND PANEL** - Learn about opportunities to expand your agrifood and seafood business in Guangzhou and Tianjin. Experts will provide advice and tips for increasing your market share, and the most effective ways to advertise your products in Guangzhou and Tianjin. Bring your questions about what and how to sell into these two markets.

**NETWORKING LUNCH** - Join buyers from Guangzhou and Tianjin, fellow B.C. exporters, and representatives from Web Presence in China and the provincial government over lunch.

**ONE-ON-ONE MEETINGS** - Bring your products and questions about these two markets and receive feedback from Chinese buyers. Book your appointment when you register.

**OPEN FORUM** - Learn about government programs and services available to assist B.C. agrifood and seafood exporters.

## Register

**When:** February 22, 2017  
**Registration:** 8:00 am - 8:30 am  
**Presentations and Panel:** 8:30 am - 12:30 pm  
**Networking Lunch:** 12:30 pm - 1:30 pm  
**One-on-One Meetings:** 1:30 pm - 4:00 pm

**Where:** Radisson Hotel Vancouver Airport (map)  
**COST:** \$36.00 per person plus GST, includes lunch

For questions, please call 778-432-4645  
or email [events@groundedstrategies.ca](mailto:events@groundedstrategies.ca).

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