

Expression of Interest
Atlantic Canada Trade Mission
London, England: October 1-3, 2025
Anuga Show in Cologne, Germany: October 4-8, 2025

The provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, working with Taste of Nova Scotia as the proponent, are seeking Atlantic Canadian food, beverage and seafood* companies to confirm their expression of interest to participate in a trade mission to London, England, October 1 to 3, 2025, and to the Anuga Show in Cologne, Germany, October 4 to 8, 2025.

This European Market Entry Strategy project is an initiative of the Atlantic Canada Food and Beverage Sector Export Team (FBSET) designed to help export-ready companies gain access to European markets.

**While the focus is on food and beverage companies, consideration will be given to seafood companies.*

Companies can apply to participate in the entire mission, visiting both the UK and Germany, or they can select only those markets they wish to participate in.

UK Mission Features:

Companies interested in participating in the UK portion of the Trade Mission will be in London, England, from October 1 to 3, 2025. The mission to the UK may include:

- Pre-mission briefings/webinars
- Pre-mission support and market entry product assessments
- B2B/Export Café program
- Market research
- Taste of Canada/Atlantic Canada reception
- Store tours

Germany Mission Features:

Companies wishing to participate in the Germany portion of the Trade Mission will travel to Cologne, Germany, to walk the Anuga Show from October 4 to 8, 2025. Anuga not only provides a platform for networking but also offers profound insights into the pioneering developments of the industry.

Additional programming in Cologne, Germany/Anuga may include:

- Pre-mission briefing
- B2B/Export Café program
- Canadian reception
- Retail store tours
- Market research

This project will help Atlantic Canadian companies gather market intelligence, identify new markets, and ensure all participating Atlantic Canadian companies have the opportunity to increase sales to international markets.

The fee for companies to participate:

- Entire Mission: \$2,500.00/company
- UK Mission: \$1,000.00/company
- Anuga - Cologne, Germany: \$1,500.00/company



Travel information and expenses not included in the participation fee:

- Please connect with your provincial representative for funding programs to support travel expenses.
- Participants are responsible for organizing and paying for their accommodations, air travel, and ground transportation to and from airports.
- Participants are responsible for covering all travel costs and meals not included in the program.
- Participants are responsible for obtaining travel visas if required.

To submit your expression of interest to participate in the trade mission to London, England, October 1 to 3, 2025, and/or to the Anuga Show in Cologne, Germany, October 4 to 8, 2025, APPLY HERE ([ATLANTIC PROVINCES EXPRESSION OF INTEREST | EXPRESSION D'INTERET POUR LES PROVINCES DE L'ATLANTIQUE | Taste of Nova Scotia](#))

Please be advised that this project is contingent on funding approval, and due to limited availability, applicants will be assessed on their export readiness. The deadline to submit your expression of interest is Friday, August 1, 2025. Expressions of Interest will be shared with the provincial and federal trade representatives for final selection. Once project funding is approved, companies will be contacted regarding the status of their Expression of Interest.

If you have any questions or require information on funding to support travel expenses, please reach out to one of the trade representatives below:

Omaira Ospino, Export Development Executive
Invest Nova Scotia
902-220-2185 | Omaira.Ospino@investnovascotia.ca

Jamie Blanchard, Trade Development Officer,
Innovation PEI
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Roxane Plaisance, Global Food Marketing Specialist,
New Brunswick Department of Agriculture,
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506-479-4125 | Roxane.Plaisance@gnb.ca

Laurel Veitch, Provincial Trade Commissioner
Department of Industry, Energy and Technology
Government of Newfoundland and Labrador
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Emily Haynes (Project Proponent)
Executive Director, Taste of Nova Scotia
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