



# East Asia & Pacific Deep Dive: Value Add Food Opportunities

An overview of the challenges and opportunities  
for Nova Scotia businesses.

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**Invest**   
NOVA SCOTIA

TRADE MARKET  
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REPORT





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# Market Overview

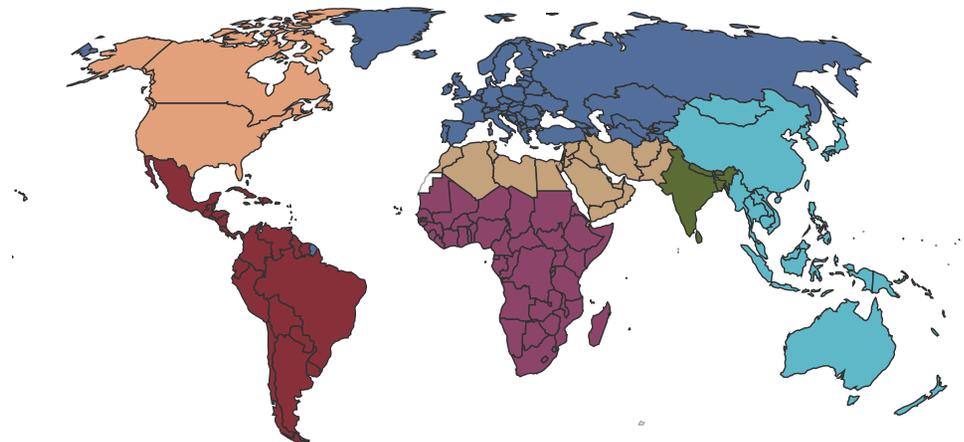
# Market Overview

The East Asia & Pacific region is emerging as the world's most dynamic consumer market, powered by rapid economic growth, a rising middle class, and evolving lifestyles. The region has consistently outpaced Europe and North America in real GDP growth, demonstrating resilience and strong long-term momentum. While the East Asia & Pacific region spans 37 countries, this report focuses on priority consumer markets, ASEAN, China, Japan, and South Korea, where demand shifts and scale create the most immediate opportunities. This backdrop creates fertile ground for value-added products. <sup>i ii</sup>

## World regions according to the World Bank

Regions as defined by the World Bank.

Our World  
in Data



- North America
- Latin America and Caribbean
- Sub-Saharan Africa
- Middle East, North Africa, Afghanistan and Pakistan
- Europe and Central Asia
- South Asia
- East Asia and Pacific
- No data

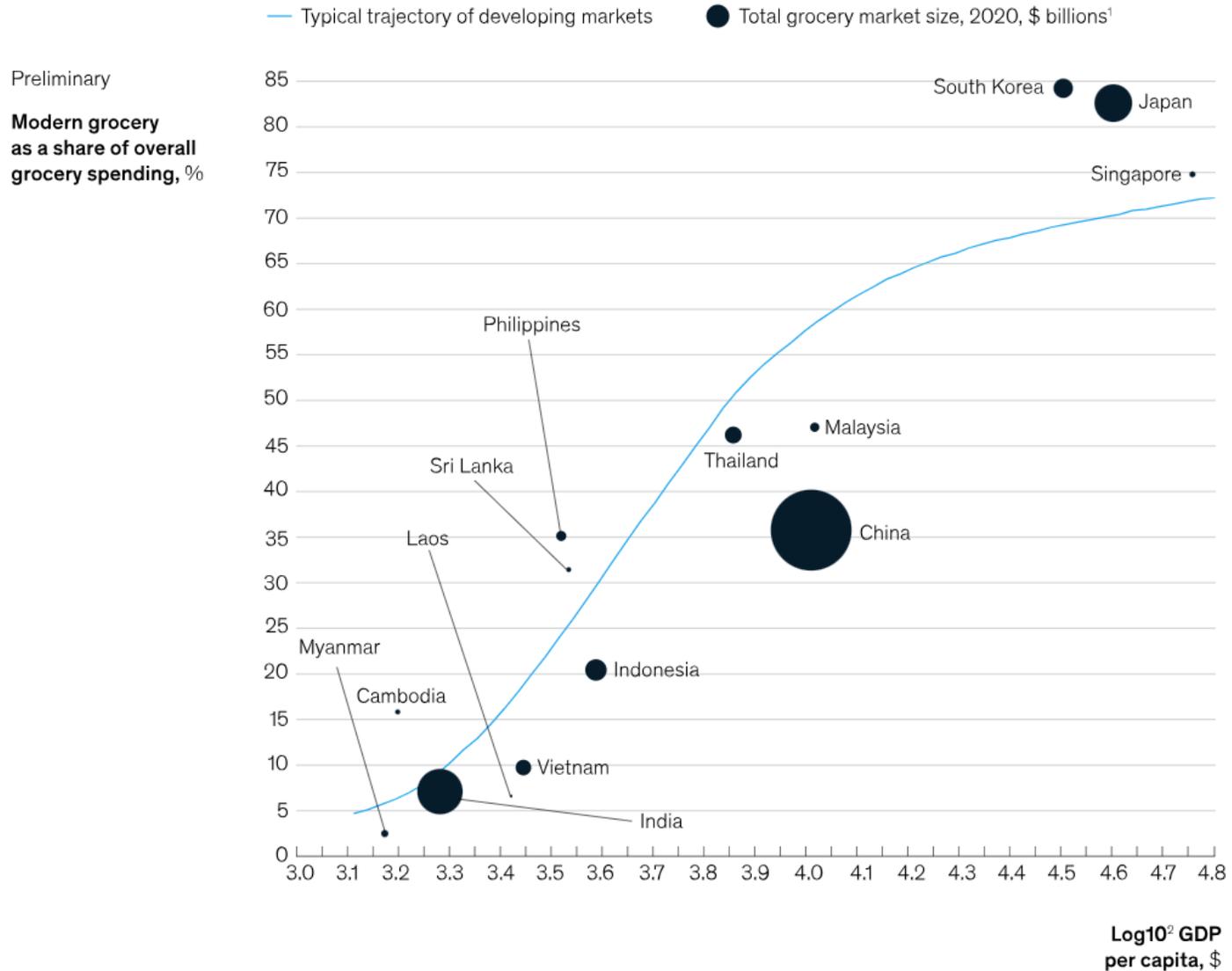
Data source: World Bank

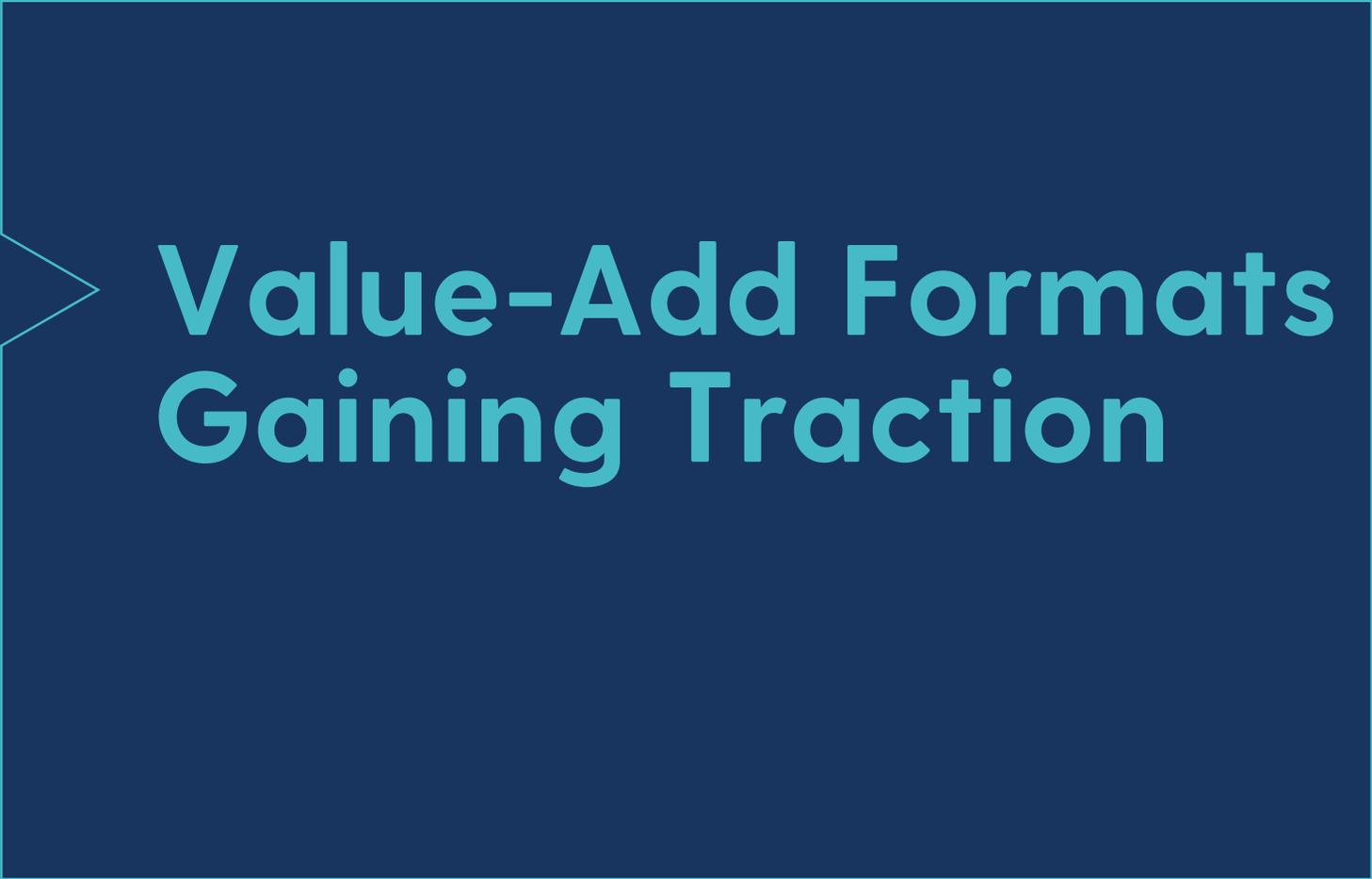
[OurWorldinData.org/world-region-map-definitions](https://OurWorldinData.org/world-region-map-definitions) | CC BY

Building on this growth story, **three structural shifts** are shaping food demand across the region, each creating clear entry points for Nova Scotian exporters:

- 1. Rising Middle Class, Urbanization, and Economic Growth:** By 2030, the region is expected to host two-thirds of the global middle class, bringing hundreds of millions of new consumers with higher disposable incomes and shifting tastes. Urbanization and modern grocery growth, 6–7% annually in ASEAN, are transforming distribution, making packaged, ready-to-cook, and frozen foods more accessible. <sup>iii</sup>
- 2. Health and Wellness as a Key Demand Driver:** Nearly two in three Asian consumers now prioritize health over indulgence, with 44% checking labels for protein, vitamins, or nutrients. This demand for functional and fortified products positions the region as a natural fit for foods that deliver both nutrition and convenience. The region's stable GDP growth trajectory, despite short-term shocks, suggests consumers will continue to allocate spending toward higher-quality, health-conscious options. <sup>iv v</sup>
- 3. Digital Adoption and Retail Modernization Expanding Access:** Asian countries lead globally in digital adoption, with online grocery and delivery platforms rivaling or surpassing North America. As the chart below shows, the post-pandemic rebound coincided with rapid e-commerce growth and retail modernization. Convenience stores in Southeast Asia are projected to grow ~7% annually, while China's meal kit market is expected to triple by 2026. These structural shifts enable innovative value-added foods to quickly reach both niche and mass-market audiences. <sup>vi vii viii</sup>

Chart 1: ASEAN Modern Grocery Growth: Urban Consumers Shifting from Wet Markets to Modern Retail <sup>ix</sup>





**Value-Add Formats  
Gaining Traction**

Taken together, **economic momentum**, **health-driven demand**, and **digital-first retail channels** make East Asia & Pacific an attractive region for growth in value-added foods. For exporters, this market offers not only scale but also sophisticated consumers who are ready to embrace high-quality, innovative products.

## Value-Add Formats Gaining Traction

Across the region, three factors are shaping demand: **convenience**, **health**, and **trust**. Consumers want meal solutions that save time, functional foods that support wellness, and transparency on where their food comes from. These drivers have given rise to distinct product formats that are scaling quickly across markets.

- Convenience Meal Kits & Ready-to-Cook Solutions <sup>x xi xii xiii xiv</sup>
- Snackification – Ingredient and Flavour Innovation <sup>xv xvi</sup>
- Smart & Connected Packaging (QR & Traceability) <sup>xvii xviii</sup>
- Halal-Certified Snacks & Ready Meals <sup>xix xx xxi xxii</sup>
- Functional & Fortified Food and Beverages <sup>xxiii xxiv xxv</sup>

# Value-Add Formats Gaining Traction

Trend Category	What is it?	What could it look like?
<p><b>Convenience Meal Kits &amp; Ready to Cook Solutions</b> <sup>x xi</sup>  <small>xii xiii xiv</small></p>	<p>Busy urban lifestyles have made meal kits and semi-prepared dishes one of Asia’s fastest-growing categories. In <b>China</b>, the pre-prepared dish market is projected to nearly triple from <b>RMB 346 billion in 2021</b> to <b>RMB 1 trillion by 2026</b>. These include <b>marinated proteins, hotpot ingredient packs, and stir-fry kits</b> designed to replicate restaurant flavors at home. In Japan and South Korea, frozen “<b>cook-from-frozen</b>” seafood and marinated ready meals are gaining traction thanks to stronger cold-chain logistics.</p>	<p>Nova Scotia exporters could adapt by offering <b>BBQ-ready seafood kits, pre-marinated scallops, or chowder bowls</b> tailored to Asian taste profiles. The combination of premium Canadian inputs with local sauces and spices positions products well for this demand.</p>
<p><b>Snackification - Ingredient and Flavour Innovation</b> <sup>xv xvi</sup></p>	<p>Snackification is a defining consumer trend across Asia, and seafood is a natural fit. Products like <b>flavored fish cakes, shrimp balls, and crispy fish skin</b> have found wide acceptance when combined with bold flavor innovation. <b>Singapore’s</b> salted egg fish skin is the standout example: once a novelty, it quickly became a mainstream snack sold across multiple Asian markets. Young consumers are particularly responsive to <b>fusion snacks</b> that combine <b>traditional bases with global inspiration</b> – chili-mango dried fruit, seaweed popcorn, or lobster-flavored crackers. Importantly, this trend extends well beyond seafood.</p> <p>East Asia &amp; Pacific is the leading region globally for <b>fruit-based snack launches</b> over the past year, highlighting strong consumer demand for <b>portable, shelf-stable</b> formats that combine indulgence with natural health cues. Chili, salt, honey, and chocolate are among the most popular flavor pairings, showing how fruit is being re-cast into bold hybrids that mirror the same fusion drivers behind seafood snacks.</p>	<p>For Nova Scotia producers, integrating <b>haskap powders or apple purees</b> into snackable seafood or grain bases not only aligns with this regional preference but also creates a differentiated, export-ready format that is easier to ship than fresh goods.</p>

# Value-Add Formats Gaining Traction

Trend Category	What is it?	What could it look like?
<p><b>Smart &amp; Connected Packaging</b> <small>xvii xviii</small></p>	<p>Food safety and transparency remain top concerns in Asia. Over 850 million food packages in Asia-Pacific already feature scannable QR codes, allowing consumers to verify origin, certifications, or even access recipes. In China, Korea, and Japan, QR and NFC packaging is now an expectation, especially for imported goods. Smart packaging is not only a marketing tool but also a competitive necessity in markets where authenticity concerns influence purchasing decisions</p>	<p>For Nova Scotia exporters, adopting QR-linked traceability, e.g., scanning a package of frozen scallops to see the Nova Scotia harvester’s story, builds consumer trust while adding an element of digital engagement.</p>
<p><b>Halal-Certified Snacks &amp; Ready Meals</b> <small>xix xx xxi xxii</small></p>	<p>Halal certification is critical in Southeast Asia, where <b>Indonesia and Malaysia drive demand in a market projected to surpass USD 2 trillion globally by 2033</b>. While halal products cater to Muslim consumers, non-Muslim buyers also associate the label with higher safety and quality standards. Halal-certified seafood jerky, instant soups, frozen meals, and snacks are expanding rapidly. For example, even Singapore’s salted egg fish skin brands reformulated recipes to secure halal certification, unlocking mainstream distribution.</p>	<p>For Nova Scotia exporters, investing in <b>halal compliance</b> can dramatically expand addressable markets and improve product acceptance across the Indo-Pacific.</p>
<p><b>Functional &amp; Fortified Food &amp; Beverages</b> <small>xxiii xxiv xxv</small></p>	<p>The functional beverage market in Asia is forecast to grow <b>~50% between 2025–2030, driven by millennials and health-oriented urbanites</b>. Categories like vitamin-enriched juices, probiotic tonics, oat milks, and collagen-infused teas are gaining mass appeal. One Chinese brand recently launched oat milk with added kidney bean fiber for digestion, while Korean companies are developing “dual-function” green juices that address multiple health concerns. Beyond beverages, the concept of food as medicine resonates strongly. Sea cucumber supplements, long part of Traditional Chinese Medicine, are now widely marketed in capsule and powder form for immunity and vitality.</p>	<p>Nova Scotian producers could leverage <b>marine collagen, kelp minerals, or omega-3 seafood extracts</b> in fortified snacks and drinks, positioning products squarely within Asia’s health-and-wellness wave.</p>

To summarize, the East Asia & Pacific region's value-added food market is defined by **formats that deliver convenience, flavor, and reassurance**. Meal kits save time while replicating dining-out experiences; snacks transform humble ingredients into viral hits; QR packaging builds trust; halal certification expands reach; and functional beverages connect directly to wellness-driven lifestyles. For Nova Scotia exporters, the opportunity lies in adapting unique Atlantic inputs, seafood, fruits, condiments, into these proven formats. By aligning with these dominant trends, exporters can capture both scale and premium positioning in the world's fastest-growing consumer region.

## Consumer Insights by Market

East Asia & Pacific is one of the world's most dynamic consumer regions, but it is not a single market. Consumer behavior and purchasing drivers differ significantly across sub-regions, shaped by demographics, culture, and economic conditions. Understanding these distinctions is critical for exporters aiming to position value-added foods successfully. xxvi xxvii xxviii xxix xxx xxxi xxxii xxxiii xxxiv xxxv

Across ASEAN, China, Japan, and South Korea, Nova Scotia's seafood exports, especially lobster and crab, are **already well aligned with market demand**, but **consumer drivers reveal nuanced opportunities**. Overlaying these insights, the unifying themes of convenience, health, and trust point to growth potential, but exporters that adapt product positioning, whether through halal certification, functional claims, traceability features, or convenient formats, will be best placed to deepen penetration in the Indo-Pacific, the world's fastest-growing consumer region.

# Consumer Insights by Market

Region	Demographics & Market Profile	Key Consumer Drivers	Top Nova Scotia Exports in 2024 <sup>xxvi</sup>
<b>ASEAN</b> <b>(Southeast Asia)</b> <sup>xxvii xxviii</sup>	Over 680M people, majority under 35; 70% internet penetration drives e-commerce; middle class to reach two-thirds of global total by 2030; Indonesia alone has 280M people, ~25% middle class.	<b>Rising agri-food imports</b> (up 177% from 2012–2022) show openness to new tastes, including bold flavors; consumers remain value-driven, with e-commerce and social media shaping choices; halal certification is essential in Muslim-majority markets	<ul style="list-style-type: none"> <li>• Crabs, frozen - CAD \$20.4m</li> <li>• Lobsters, live - CAD \$9.3m</li> <li>• Lobsters, frozen - CAD \$7.6m</li> <li>• Clams, frozen - CAD \$3.9m</li> <li>• Soya beans - CAD \$2.6m</li> </ul>
<b>China</b> <sup>xxix xxx xxxi</sup>	Massive, trendsetting urban middle class; projected 400M affluent households by 2030.	In China, 83% growth in on-pack QR codes highlights demand for safety and traceability; slowing income growth drives value-conscious yet premium choices, with rising focus on health/functional foods, convenience, and online-first shopping.	<ul style="list-style-type: none"> <li>• Lobsters, live – CAD \$432.1m</li> <li>• Clams, frozen – CAD \$56.2m</li> <li>• Cold-water shrimps &amp; prawns, frozen – CAD \$43.2m</li> <li>• Lobsters, frozen – CAD \$20.6m</li> <li>• Crabs, frozen – CAD \$16.2m</li> </ul>
<b>Japan</b> <sup>xxxii xxxiii</sup>	Aging population (29% over 65), shrinking households, and demand for convenient, premium-quality products	Trusted brands and premium quality remain vital, with 29% of the population over 65 driving convenience demand; meal kit sales hit \$1.23B in 2021 and are projected at \$1.5B by 2024, supporting seniors and dual-income families.	<ul style="list-style-type: none"> <li>• Crabs, frozen – CAD \$21.1m</li> <li>• Lobsters, live – CAD \$16.3m</li> <li>• Fruits &amp; edible nuts, frozen – CAD \$8.2m</li> <li>• Clams, frozen – CAD \$6.6m</li> <li>• Livers, roes and milt of fish, frozen – CAD \$4.5m</li> </ul>
<b>South Korea</b> <sup>xxxiv xxxv</sup>	Young, tech-savvy consumers (70% online) with fast-growing middle class and strong seafood demand.	Korea's shifting demographics, marked by more one-person households and a rising female labor participation rate, are fueling demand for ready-to-eat kits, HMR (home meal replacement) products, and convenience foods, projected to grow 14% annually through 2030.	<ul style="list-style-type: none"> <li>• Lobsters, live – CAD \$43.3m</li> <li>• Lobsters, frozen – CAD \$15.3m</li> <li>• Animal fats &amp; oils (hydrogenated/re-esterified) – CAD \$9.1m</li> <li>• Microbial fats &amp; oils (hydrogenated/processed) – CAD \$7.7m</li> <li>• Fruits &amp; edible nuts, frozen – CAD \$3.6m</li> </ul>

## Value-Add in Action

The East Asia & Pacific region offers rich opportunities for Nova Scotia producers to turn their unique ingredients into high-value, consumer-ready products. Real-world examples show how both seafood and non-seafood inputs are being transformed into successful value-added offerings across the region.

- **Waste to Wealth:** Seafood by-products (skins, shells, by-catch) can be reimaged into premium snacks and supplements. <sup>xxxvi xxxvii xxxviii</sup>
- **Tradition with Convenience:** modern packaging and formats can make traditional foods accessible to busy consumers. <sup>xxxix xl xli</sup>
- **Health and Functionality:** Products fortified with functional ingredients (fiber, collagen, omega-3) have strong uptake across Asia. <sup>xlii xliii xliv</sup>
- **Cultural Fusion:** Local Canadian ingredients can gain traction when adapted to Asian flavor profiles or gifting cultures. <sup>xlvi xlvixlvii xlviii</sup>

The market rewards creativity and cultural insight. Producers who align their unique resources with consumer desires for **health, indulgence, convenience, and authenticity** stand to capture high-value opportunities.

# Waste to Wealth

Seafood by-products (skins, shells, by-catch) can be reimagined into premium snacks and supplements. <sup>xxvi xxxvii xxxviii</sup>

- **Salted Egg Fish Skin Crisps (Singapore):** Irvin's turned salmon skin off-cuts into a premium snack by coating them with salted egg yolk, a beloved local flavor. Trendy packaging and branding made it a regional sensation, later imitated across Asia.
  - *Insight: Even by-products can be elevated into high-margin products when paired with local flavor trends and strong branding.*
  
- **Sea Cucumber Supplements (China/Iceland):** Ground into capsules, sea cucumber became a high-value health supplement tied to Traditional Chinese Medicine (TCM).
  - *Insight: Processing and positioning can unlock premium markets for marine resources beyond foodservice.*



# Tradition with Convenience

Modern packaging and formats can make traditional foods accessible to busy consumers. xxxix xl xli

- **Dashi Broth Kits (Japan):** Packaged “tea-bag style” dashi sachets (kelp and bonito) modernized a traditional staple. These kits balance authenticity and convenience while commanding premium prices
  - *Insight: Convenience formats that respect tradition are highly valued in Asia. Nova Scotia could replicate this with lobster chowder kits or seafood broth packs.*
  
- **Pre-Marinated Tilapia Fillets (China):** Guolian Aquatic shifted from bulk frozen fish to pre-grilled, seasoned tilapia packs, branded as “Latin American bream.” This repositioned a low-cost fish into a premium convenience product.
  - *Insight: Smart rebranding and recipe innovation can turn undervalued species into consumer favorites.*



# Health and Functionality

Products fortified with functional ingredients (fiber, collagen, omega-3) have strong uptake across Asia. <sup>xlii xliii xliv</sup>

- **Functional Seaweed Drinks:** From agar fruit drinks in Taiwan to kelp teas in Japan, seaweed is positioned as a natural, digestive health enhancer.
  - *Insight: Nova Scotia's abundant seaweeds could be developed into convenient, health-oriented beverage or snack products.*
  
- **Fiber-Fortified Oat Milk:** A startup in China added white kidney bean fiber to oat milk to target digestion and carb absorption, winning over Gen Z health-conscious consumers
  - *Insight: Adding functional benefits to familiar formats (fiber, vitamins, plant-based proteins) resonates strongly with Asia's young consumers.*



# Cultural Fusion

Local Canadian ingredients can gain traction when adapted to Asian flavor profiles or gifting cultures. <sup>xlv xlvixlvii xlviii</sup>

- **Hybrid Meat Satay (Singapore):** Blending chicken with plant-based “Q-protein,” innovators created skewers that appeal to flexitarians seeking taste, health, and sustainability.
  - *Insight: Hybrid products appeal to conscious consumers by reducing, not eliminating, meat. YouGov’s October 2023 survey shows 18% of Singaporeans are flexitarians, compared to 5% vegetarian/vegan and 51% full meat eaters. This highlights a mainstream opportunity for hybrids like chicken-plus-plant-protein satay that balance taste with mindful consumption*
- **Maple Goes Modern:** Maple syrup has found new life in candies, spreads, and baked goods across Asia. In Japan, maple sugar candies are positioned as premium gifting items.
  - *Insight: Commodity ingredients can be reimagined as heritage-rich, indulgent products.*



# Packaging, Certification & Positioning

In East Asia & Pacific, **food packaging is more than a wrapper, it's a signal of trust, quality, and cultural fit.** With consumers making quick decisions in crowded aisles and online marketplaces, how a product is certified, packaged, and presented often matters as much as the product itself. Nova Scotian exporters can gain an edge by tailoring their approach to local expectations of safety, sustainability, and lifestyle alignment. The following outlines key tips and considerations to get started:

## Obtain Key Certifications

- **Halal certification is critical** in Muslim-majority markets. Two of the most recognized authorities are:
  - **JAKIM (Department of Islamic Development Malaysia)** – Malaysia's official halal certification body, considered one of the most globally respected and widely accepted standards. Products certified by JAKIM are recognized across many Muslim markets.
  - **MUI (Majelis Ulama Indonesia)** – Indonesia's Islamic Scholars Council, which oversees halal certification in the world's largest Muslim population. MUI's halal stamp is indispensable for entry into Indonesia's massive consumer base.
- Beyond halal, other “**trust badges**” such as **organic, HACCP, ISO,** and **non-GMO** labels reassure retailers and consumers about safety and quality.
- Canadian exporters can also leverage **CFIA inspection standards** and organic equivalency agreements with Japan, Korea, and Taiwan, which simplify access to premium niche markets.<sup>xlix 1</sup>

### Build Trust with Traceability

- **QR codes** or **scannable barcodes** linking to product origin, safety checks, or recipes in local languages strengthen authenticity.
- Clear labeling of **nutrition**, **allergens**, and **harvest dates** is especially valued in markets like China, where food fraud has been a past concern.<sup>ii iii</sup>

### Prioritize Sustainable, Premium Packaging

- Recyclable or biodegradable materials signal alignment with **eco-conscious consumers** and government policies.
- Messages like “100% recyclable” or “plastic-free” can differentiate products.
- Match pack sizes to local habits: single-serve packs in Japan, multi-packs in Korea/Taiwan, gift-ready boxes in China.<sup>liii liv</sup>

### Function-Forward Messaging

- Highlight health and lifestyle benefits prominently (e.g., “High Protein,” “Low Sugar,” “Gut Health”).
- Use culturally relevant icons or local-language claims to make benefits instantly clear.
- Ensure compliance with local health-claim regulations.<sup>lv</sup>

### Culturally Aligned Branding & Design

- Tailor design to local norms: red/gold for premium products in China, minimalist for Japan.
- Translate or transliterate product names; show key ingredients visually.
- Subtle cues of Canadian origin (maple leaf, “from Nova Scotia”) can enhance credibility.<sup>lvi</sup>

In the region’s fast-growing food markets, certifications, packaging, and positioning are as strategic as the product itself. Halal approval from recognized bodies like **JAKIM and MUI** unlocks access to millions of consumers, while transparency, sustainability, and function-forward messaging build trust and appeal.



# Market Entry Tips

# Market Entry Tips

East Asia & Pacific offers significant potential for Nova Scotia’s food exporters, but success depends less on the product alone and more on strategic preparation. Entering these diverse markets requires careful selection, compliance, partnerships, and a long-term view. Below is a concise roadmap, with each step linked to why it matters and how a Nova Scotia producer might put it into action.

Consideration	Why it Matters?	What could it look like?	Available Tools
Identifying a Beachhead Market	Starting with one priority market reduces risk and accelerates learning before expanding regionally.	A juice company focuses first on Singapore’s premium grocery sector, then expands to Malaysia once demand is established.	Trade missions, market intelligence reports, in-market advisors (TCS).
Utilizing Trade Tools & Agreements	<p>Agreements:</p> <ul style="list-style-type: none"> <li><a href="#">Comprehensive and Progressive Agreement for Trans-Pacific Partnership - CPTPP</a>,</li> <li><a href="#">Canada-Korea Free Trade Agreement - CKFTA</a>)</li> </ul> <p>In negotiation:</p> <ul style="list-style-type: none"> <li><a href="#">Canada - ASEAN Free Trade Agreement</a></li> <li><a href="#">Canada - Indonesia Comprehensive Economic Partnership Agreement</a></li> </ul>	A grain snack exporter leverages CPTPP tariff cuts to access Japan, supported by TCS insights.	<a href="#">Trade Commissioner Service (TCS)</a> , <a href="#">Export Development Canada (EDC)</a> , Canada Brand, Global Affairs Canada training.
Exploring Strategic Partnerships & Distribution Opportunities	Local partners provide knowledge of retail channels, consumer tastes, and certification pathways.	A sauce maker collaborates with a Korean distributor to adjust flavors and co-brand with a local chef.	<a href="#">Trade missions</a> , <a href="#">matchmaking services</a> , <a href="#">provincial export development programs</a>
Planning Certifications & Standards Early	Halal, organic, or HACCP certifications are often prerequisites for entry into key markets.	A blueberry snack bar secures JAKIM halal certification before entering Malaysia.	Certification support funding (e.g., cost-sharing programs), industry associations, training workshops.

# Market Entry Tips

Consideration	Why it Matters?	What could it look like?	Available Tools
Building for Long-Term Growth	Establishing trust, compliance, and recognition in Asia requires sustained effort and patience.	A seafood exporter pilots in Singapore for 2–3 years before scaling regionally.	Ongoing trade missions, aftercare support, sector-specific mentorship.
Strengthening Branding & Storytelling	Local consumers may not know Nova Scotia; storytelling builds trust and differentiation.	Lobster bisque packaged with Canadian coastal imagery and translated labeling.	<a href="#">Canada Brand toolkit</a> , <a href="#">marketing training</a> , <a href="#">funding for promotional materials</a> .
Exploring Strategic Partnerships & Distribution Opportunities	Local partners provide knowledge of retail channels, consumer tastes, and certification pathways.	A sauce maker collaborates with a Korean distributor to adjust flavors and co-brand with a local chef.	<a href="#">Trade missions</a> , <a href="#">matchmaking services</a> , <a href="#">provincial export development programs</a>
Adapting to Cultural Expectations	Understanding etiquette, gift-giving traditions, and relationship-building is essential for successful partnerships.	A jam producer develops premium boxed sets to align with Japanese gift culture.	Cross-cultural training, in-market seminars, mentorship through chambers of commerce.
Intellectual Property	IP protection is essential, helping prevent imitation and protect brands, know-how, and long-term competitiveness.	Proprietary recipes, formulations, or processing methods (trade secrets) for value-added foods	<a href="#">Protecting your intellectual property abroad</a> .

Market entry is not a quick win; it's a multi-year investment. Nova Scotia producers who start small, leverage Canada's trade tools, adapt products with trusted partners, and commit to building relationships can turn the region's growing demand for high-quality foods into sustainable, long-term success.

# Key Takeaways

Nova Scotia's food producers are well-positioned to seize opportunities in East Asia & Pacific, the world's fastest-growing consumer region. With demand fueled by a rising middle class, health-conscious consumers, and digital-first retail, the province's seafood, agriculture, and beverage sectors can expand their footprint through innovation, partnerships, and cultural alignment. Key takeaways include:



**Capture Growth in Asia's Dynamic Markets:** The fastest-growing consumer region, with two-thirds of the global middle class by 2030. Nova Scotia producers can tap this demand by aligning with consumer priorities of convenience, health, and trust.



**Move Up the Value Chain:** Transforming raw exports into value-added products—like meal kits, fortified beverages, and halal-certified foods—positions Nova Scotia to secure higher margins and long-term competitiveness.



**Leverage Supports & Build for the Long Term:** Trade agreements, TCS, EDC, and Invest Nova Scotia's export development programming can provide market insights, funding, and connections. Entry requires patience and brand-building, but steady investment leads to sustainable success.



# Connect with Invest Nova Scotia

Want to take a deeper dive into opportunities specific to your business, **Invest Nova Scotia** has a number of programs and services that can support you.

Find out more at [investnovascotia.ca](https://investnovascotia.ca)



## Additional Resources

### Nova Scotia & Atlantic Supports

- [Invest Nova Scotia – Export Development Program](#): Funding, mentorship, and export readiness initiatives including trade missions and market entry programs.
- [Invest Nova Scotia – Trade Market Intelligence \(TMI\)](#): Custom research and sector insights to help Nova Scotia companies identify opportunities, assess competition, and enter new markets.
- The [Market Entry Development Program](#): helps Atlantic Canadian businesses grow with confidence in Europe and the Indo-Pacific.
- [Atlantic Canada Opportunities Agency \(ACOA\) – Export Development](#): Federal programs and advisory support for Atlantic Canadian companies expanding into global markets.
- [World Trade Centre Atlantic Canada \(WTCAC\)](#): Regional hub providing training, trade missions, and international business connections.

### Federal Trade Tools & Funding

- [Trade Commissioner Service \(TCS\)](#): On-the-ground support in 160+ markets, offering advisory services, matchmaking, and sector intelligence.
- [Export Development Canada \(EDC\) – Agri-Food Export Hub](#): Export financing, risk insurance, and advisory services designed for agri-food exporters.
- [CanExport SMEs Program](#): Federal funding to help Canadian SMEs with market research, trade shows, and promotional activities abroad.
- [Global Affairs Canada – Free Trade Agreements](#): Summaries and benefits of trade agreements like CPTPP, CKFTA, and CETA, including tariff reduction details.
- [Canada's Indo-Pacific Strategy](#): Framework for Canada's engagement in the Indo-Pacific, highlighting trade, investment, and funding opportunities.

**Sector & Branding Supports**

- [Canada Brand Program – Agriculture and Agri-Food Canada](#): Branding toolkit with visual assets, messaging, and consumer insights to strengthen Canada's food exports.
- [Canadian Agri-Food Trade Alliance \(CAFTA\)](#): Industry alliance advocating for agri-food exporters, with updates on global market access and competitiveness.
- [Canadian Food Inspection Agency \(CFIA\)](#): Export standards, labeling guidance, and certification requirements for international food trade.

**Certifications & Compliance**

- [JAKIM – Malaysia Halal Certification](#): Malaysia's globally respected halal certification body, widely accepted across Muslim markets.
- [MUI – Indonesia Halal Certification](#): Indonesia's primary halal certification authority, essential for accessing its large consumer base.

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