



Virtual Validation by Mexican Market Experts September 20-21, 2010

The Canadian Embassy in Mexico, in collaboration with Agriculture and Agri-Food Canada and the Province of PEI invite you to take part in a Virtual Validation of your products by Mexican buyers and importers.

This innovative event will enable you get direct feed-back from a panel of Mexican experts in the agri-food retail and foodservice market and will help you design your approach to the Mexican market.

How it works:

- You will be asked to prepare information on your company, including packaging, brochures, pricing and any other relevant items by August 4th
- This information will be shipped to the Canadian Embassy in Mexico by the office of Innovation PEI
- A panel of Mexican experts will be invited to the Canadian Embassy in Mexico to connect to a video conference and will have your company information in hand
- Your company will be able to connect to the video-conference at the Innovation PEI or Agri-Food Canada office (TBC).
- You will have 30 minutes to present your product and receive feed back from the experts.

If you are interested in this opportunity, please contact Jane L MacIsaac before August 13, 2010.

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