

## Trade Commissioner Services Initiative and Key Event Information

**Initiative/Event Title:** **Riga Food**

**Event Start Date and End Date:** September 5 -8, 2018

**Venue:** BT1

**City:** Riga

**Country:** Latvia

**Sector:** agri-food/seafood and fish/beverages/wines

**Target audience:** brings together food professionals from about 60 countries

**Event Description:** “Riga Food 2018” (September 5-8, 2018) is the biggest international food industry trade fair in the Baltic countries for food, beverages, food processing technology, packaging, innovation, HoReCa (hotels /restaurant/s catering) and shop equipment and services. “Riga Food” yearly outlines the trends of the food industry development, highlights novelties and presents a number of serious enterprises; the show offers inspiration from diversity of menu ideas, tasting of new products, watching and enjoying professional chef, pastry cook and bartender competitions. It also offers presentations, seminars, workshops and business meetings, as well as the competitions of premium quality milk and honey products. Please, find more detailed information at: <http://www.bt1.lv/bt1/rigafood/?link=10000000>. International Riga Food trade show is ideal place to find partners and learn on the Baltic market and its trends.

## Why your organization should participate

- Gain insights and market intelligence
- Develop a first-hand understanding of the opportunities and challenges of doing business in foreign markets
- Meet key commercial entities, industry players, and potential buyers, investors and/or partners
- Meet key regulatory bodies
- Meet academic or research entities
- Participate in networking events
- Participate in pre-organized business to business meetings
- Increase visibility of your product or service
- Receive on-the-ground assistance from the Canadian Trade Commissioner Service
- Compare your product/service with international competitors
- Pitch your product /service to selected audiences
- Receive mentoring and coaching
- Other: *specify*

## Trade Commissioner(s) Involvement

### Activities organized by the Trade Commissioner Services at the event

- Seminar
- Networking event
- Business-to-business meetings
- Export Café (individual meetings with Trade Commissioners from different international markets)
- Pavilion/exhibit
- Site visits
- Product pitch to select audiences

The Trade Commissioner, Irena Cirule ([irena.cirule@international.gc.ca](mailto:irena.cirule@international.gc.ca)), covering all sectors for Latvia's market (the Embassy covers also Lithuania and Estonia) and can provide information on this and other local events that you are considering, as well as advice on business development in the region. Services from the Canadian Trade Commissioner Service are offered free of charge to Canadian companies and organizations.