



Aquaculture Trade Mission to Chile and Peru

The Aquaculture Communications Group (ACG), in partnership with Great Global Minds (GGM), is planning a Canadian Aquaculture Trade Mission to Chile and Peru in October 2004. The dates for the mission are Sunday, October 10th to Sunday, October 17th.

The primary focus for this mission is to provide Canadian suppliers of aquaculture products and services with a facilitated opportunity to meet with individuals and groups in Chile and Peru seeking to develop business relationships and create economic opportunities.

The secondary focus is to provide a forum for entrepreneurs, investors and government representatives from each country to discuss and exchange information on key issues related to aquaculture development.

More background information on this mission is available by clicking [here](#).

Mission Strategic Objectives

- To facilitate meetings between Canadian and Chilean/Peruvian companies for the purpose of developing new market opportunities and/or collaborative business arrangements.
- To facilitate meetings between Canadian government departments/agencies and counterparts in Chile and Peru for the purpose of sharing information and expertise on development of aquaculture policy and regulations.

Rationale for the Mission

- Due to the challenges faced by Canadian aquaculture producers since 2001, the Canadian aquaculture suppliers and services sector has experienced a downturn in receiving new orders for products and services. This has had a negative impact on cash flows, the lifeblood of any business.
- As a result of discussions between GGM and ACG, it was determined that a trade mission to Chile and Peru may provide Canadian business with much needed economic impetus to expand business options. Requests for organizing such a mission were received by GGM from representatives in the governments of Chile and Peru after preliminary discussion of the concept with them in early March 2004. Since that date, further discussions with representatives of various government, industry and educational institutions have indicated a growing interest in the strategic objectives of the mission.

Background

- Presentations on the proposed mission were given to various individuals and groups in Ottawa in late March 2004. Significant support was garnered from the Canadian Senate Standing Committee on Fisheries and Oceans after a presentation was made to them. Likewise, a positive response was received from the chair of the Canadian Parliamentary Standing Committee on Fisheries and Oceans as well as the office of the Minister of Fisheries and Oceans Canada. Some members of the Canadian House of Commons were equally positive when presented with the mission overview. The Canadian Aquaculture Industry Alliance also gave its support in principle to the mission. From this feedback, it was decided to go forward with the planning of the mission during the spring of 2004 for a target date of early October 2004. This has now been achieved.



Aquaculture Trade Mission to Chile and Peru

Business Development Opportunities

- Chile and Peru represent different business development opportunities for Canadian firms. Chile is well advanced in aquaculture development and its needs are those of a maturing industry seeking to refine its production, processing and marketing activities. Peru, however, is in the early stages of aquaculture development and its needs are more basic and fundamental to building the infrastructure that will enable sustainable growth. Below is a list of the opportunities for Canadian firms seeking to expand business activities in Chile and/or Peru.

Opportunities in Chile

- Environmental technologies and products
- National policy / regulatory development
- E-learning
- Management software
- Education, training and technical support
- Food safety & traceability
- Vaccines and antibacterial products
- Advanced systems for waste treatment
- New and alternate sources for raw materials for aquafeeds
- New techniques to control fish and shellfish growth and maturation
- New equipment and management systems
- Fish waste utilization
- Nutraceuticals and functional foods
- Partnerships for new and existing projects
- Acquisitions

Opportunities in Peru

- National policy / regulatory development
- Culture species development
- Infrastructure development
- Education, training and technical support
- Environmental technologies and products
- E-learning
- Management software
- Advanced systems for waste treatment
- New and alternate sources for raw materials for aquafeeds
- New techniques to control fish and shellfish growth and maturation
- New equipment and management systems
- Fish waste utilization
- Nutraceuticals and functional foods
- Food safety & traceability
- Vaccines and antibacterial products
- Partnerships for new and existing projects
- Acquisitions

This Canadian Aquaculture Mission to Chile and Peru proposes to travel to two major aquaculture regions in each country: Chile's 10th Region (far South) and Peru's Piura Region (far North, near Ecuador).

Proposed Tour Outline - October 10 - 17, 2004

Sunday, October 10	Departure from Canada
Monday, October 11	Arrival in Santiago, Chile Transfer to Puerto Montt (10th Region), Chile
Tuesday, October 12	Site visits & business meetings
Wednesday, October 13	Site visits & business meetings Transfer to Santiago, Chile Travel to Lima, Peru
Thursday, October 14	Transfer to Piura City (Piura Region), Peru Site visits & business meetings
Friday, October 15	Site visits & business meetings
Saturday, October 16	Site visits Transfer to Lima, Peru Departure from Peru
Sunday, October 17	Arrival in Canada



Aquaculture Communications Group

Aquaculture Trade Mission to Chile and Peru

Contact

For more information concerning this mission, please contact:

Chile/Peru

Government relations, programme and logistics

Carlos A. Godoy L.

+1 514-277-2279

cgodoy@greatglobalminds.com

Canada

Government relations

Cheryl L. Taylor

+1 514-277-2279

ctaylor@greatglobalminds.com

Canada

Government and industry relations

Dave Conley

+1 613-294-3078

dave@aquacomgroup.com

Canada

Government and industry relations

Tor-Eddie Fossbakk

+1 248-305-9440

tor-eddie@aquacomgroup.com