



SUCCESSFUL TRADE MISSION TO UK REVEALS POSSIBLE ROYAL WARRANT FOR ONE OF CANADA'S LEADING MAPLE SYRUP PRODUCERS

March 6th 2012 - Xtend2 Ltd has confirmed its position as a leading international trade promotion company working together with the Agri-Food Export Group, Quebec, Canada organising a highly successful trade mission for major food and drink companies based in Quebec. Last week the Canadian companies met with UK importers representing high profile supermarkets and large food manufacturers.

Feedback from the Quebec companies which included the best of Canadian produce including cranberries and maple syrup has been extremely positive to the UK visit. Nicolas Moisan, Group Export Advisor, Agri-Food Quebec said "This was an extremely useful trade mission to the UK. Our companies met and impressed the key and influential personnel from several of the multi-national UK supermarkets and the UK's largest food manufacturers. We can expect to see our high quality produce from Quebec on the shelves in the UK in the very near future."

Xtend2 worked on behalf of the Agri-Food Export Group Group which has over 400 members representing agriculture, food and service companies in Quebec. Together we carefully targeted our contacts for the companies travelling from Canada to ensure synergy.

Our planning and ground work revealed that one of the companies who came on the trade mission – a maple syrup company – may be eligible for the Royal Warrant because they supply Buckingham Palace in London, the official residence of the Queen. Royal Warrants are regarded as demonstrating excellence and quality, and are highly prized.

A series of meetings were arranged between the exporters and buyers from large chain supermarkets, ingredients buyers from large food manufacturers and niche UK Importers. Xtend2 communicated regularly with all the Canadian companies and kept them briefed with progress reports and circulated information to the selected UK companies. This was supplemented by Xtend2's direct communication with the relevant personnel such as buyers and ingredient buyers through our extensive network of contacts. Central to the success of the trade mission was Xtend2's UK market knowledge and Agri-Food Quebec's knowledge of their members which ensured the appropriate meeting agenda was put in place for each visit. Xtend2 also arranged the travel logistics and had a team member present on the ground for all meetings.

Gerald Lawson-Tancred, Managing Director of Xtend2 said “The companies visiting from Quebec were extremely impressive and the quality of their products met very high standards. We have received very positive response from the companies in the UK who they met and following on from this feedback we believe the outcome of this trade mission has been a resounding success. We very much look forward to working with Agri-Food Quebec in the future.”

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Notes to Editors:

Xtend2 Ltd – www.xtend2.co.uk - is a multi-sectoral trade promotion and PR company working across Western Europe, North America and Canada, promoting regional and national products overseas. Our team consists of experienced trade promoters, PR consultants, event managers and in-country specialists.

We work with Chambers of Commerce, Trade associations, Generic bodies, Government export agencies and Individual companies.

Agri-Food Export Group Quebec-Canada – www.groupeexport.ca -rallies nearly four hundred members, which include agriculture, food and service companies in international trade, as well as affiliated organizations from the public and private sectors. Professionals serving the export market with great efficiency and motivation to develop a worldwide partnership.