



## Canada Beef Export Federation

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# NEWS RELEASE

FOR IMMEDIATE RELEASE

April 16, 2008

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## **CANADA BEEF APPOINTS NEW DIRECTOR, ADMINISTRATION MANAGER TO TAIWAN OFFICE**

*Calgary, Alberta, April 16, 2008 –*

President of the Canada Beef Export Federation Ted Haney today announced the appointments of Ms. Stella Siao to the position of Director Taiwan and Ms. Deana Kao to the position of Administration Manager, Taiwan office, effective April 14, 2008.

“With the appointments of Ms. Siao and Ms. Kao, we are ensuring that our Taiwan office has the resources and capabilities to continue its work of recapturing market share for Canadian beef in the Taiwan market,” says Haney.

“Pierre Chang, Director of our Taiwan office for the past twelve years, was instrumental in launching the Federation’s re-entry campaign following the opening of Taiwan to Canadian beef in June 2007,” he says. “After these many years of dedicated service to the Federation, Mr. Chang has moved into another opportunity marketing non-agricultural products in the greater China region, and we wish him all good fortune in his new endeavors.

“Our new team in Taiwan strongly positions us to move forward in delivering a reentry strategy focussed on leveraging the Canadian beef value proposition and Federation expertise to create and implement business successes for our trading partners, end users and consumers.”

As Director Taiwan, Ms. Siao brings to the Federation extensive experience in marketing and business development in multi-national companies, with a strong focus on food products. She has held the position of Marketing Manager with both TGM International Co. of Shanghai, China, and the New Zealand Dairy Board, where her responsibilities included new product launches, product repositioning and market trend analysis. Prior to that, Ms. Siao held the position of Product Manager with Kraft Food Taiwan, where she worked on brand restaging, new product launches, package renewals, advertising, and consumer promotions and events. Ms. Siao holds a BA in Mass Communication from the University of Texas, USA, and is fluent in English as well as Mandarin and Taiwanese.

As Administration Manager, Ms. Deana Kao will be responsible for the day-to-day management of the Taiwan office. Ms. Kao holds a Diploma in Business Administration and is experienced in handling all business matters arising in a small office environment, including accounts payable and accounts receivable, report preparation and tracking of sales as well as providing support to the Director and business clients. Ms. Kao is fluent in English as well as Taiwanese.

Taiwan represents a sizeable market for beef exports. Export volumes of Canadian beef to Taiwan reached their highest level in 2002, with 8,000 tonnes of beef being shipped for a value of \$42 million. Preliminary results for Canadian beef exports to Taiwan in 2008 are very encouraging.

The Federation operates offices in the key international markets of Japan, South Korea, Taiwan, Mainland China, Hong Kong and Mexico.

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