



## Canada Beef Export Federation

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# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## HIGH PROFILE EXPOSURE FOR CANADIAN BEEF IN KOREA

The Canada Beef Export Federation (CBEF) has recently completed several events in South Korea designed to demonstrate the Canadian cattle and beef industry's continued strong commitment to that market.

From April 24 to 27, the Federation participated in the Seoul Food and Hotel 2007 Show, hosting its own booth and also participating in the Canadian Embassy's Canadian Pavilion at the show. The show is a major annual attraction for Korean meat importers, wholesalers, retailers, chefs, restaurant operators, food service managers, end-users and government and trade associations.

"Partly owing to the news about the Korea-Canada Free Trade Agreement negotiations during the same week, the Federation's participation in this show was seen as the Canadian industry demonstrating its commitment and enthusiasm for resuming the beef trade with Korea," says Amos Kim, Director of the Federation's Korea Office. "Judging by the number of CBEF paper bags and promotional materials distributed to visitors to our booth, at least 6,000 people went away with a heightened awareness of the Canadian industry and its high quality beef products."

The Federation's Vice President of Export Services, Cam Daniels, also on hand at the show, was interviewed by a Korean television network.

"The broadcast featuring the interview with Cam Daniels showed the activities at the CBEF booth and reported that Canada is actively promoting Canadian beef and asking for Korea to open to Canadian beef at the same time as US beef," says Kim. "We have had considerable coverage in the media recently, and this certainly is serving to keep a high profile for Canadian beef with clients and consumers."

Following the trade show, the Federation completed four technical seminars, three in the hospitality sector and one for a major beef importer. The seminars included beef cutting demonstrations by Cam Daniels and presentations on the Canadian beef industry and Canada's grading and food safety systems.

Prior to Korea closing to Canadian beef in 2003, Canada was the fourth-largest beef supplier to Korea, with its high-quality grain-fed beef being valued for its competitiveness in both quality and price.

*The Federation operates offices in Japan, South Korea, Taiwan, China, Hong Kong and Mexico.*

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