

ITALIAN TRADE MISSION TO CANADA – Food & Beverage

Toronto, March 22-24 / Montreal, March 25 / Vancouver, March 26-27, 2015

PROGRAM

DRAFT 6.03.2015

SUNDAY, MARCH 22 - TORONTO

During the day Arrival of the Italian delegation

Please Note A shuttle bus is provided from Toronto Pearson International Airport to Marriott Yorkville Hotel only in connection with the flight of highest attendance (*AC 9105/LH470 arriving at 17:15*)

19.00 Registration of Participants
(Marriott Yorkville Hotel - High Park Ball Room - 90 Bloor St E, Toronto T. 416 961-8000)

19.30 Mission briefing and Welcome remarks

20.30 Light Buffet

MONDAY, MARCH 23 - TORONTO

Venue: Liberty Grand – 25 British Columbia Road, Exhibition Place – Toronto (tel. 416-542-3789)

06:45 Meeting in the lobby of Marriott Bloor Yorkville Hotel
for the 7 o'clock transfer

07:00 Transfer from Marriott Bloor Yorkville Hotel to Liberty Grand

07:45 Meeting in the lobby of Marriott Bloor Yorkville Hotel
for the 8 o'clock transfer

08:00 Transfer from Marriott Bloor Yorkville Hotel to Liberty Grand

07.30-09.30 Setting up of Italian companies' displays

09.45-10.00 Ribbon Cutting Ceremony. Welcome remarks by Italian Authorities.

10.00 – 13.00	Italian companies' products displays open to Canadian Importers, Brokers, Agents, Food Chains and Specialized Press
13:00 – 14:00	Light Buffet
14.00 – 17.30	Italian companies' products displays open to Canadian Buyers, Importers, Brokers, Food Retailers, HORECA. Media
17.45	Transfer from Liberty Grand to Marriott Bloor Yorkville Hotel <i>(90 Bloor St E, Toronto, T. 416 961-8000)</i>
19:00	Transfer from Marriott Bloor Yorkville Hotel to Ritz Carlton Hotel <i>(181 Wellington St W, Toronto, T. 416 585-2500)</i>
19.15/20.00	Cocktail Reception (sponsored by Campari) TBC <i>(Ritz Carlton Hotel - Ballroom Foyer)</i>
20.00	Dinner offered by Consulate General of Italy and ITA Italian Trade Agency with the presence of Italian & local Authorities <i>(Ritz Carlton Hotel - Ballroom)</i>
End of dinner	Transfer back to Marriott Bloor Yorkville Hotel <i>(90 Bloor St E, Toronto, T. 416 961-8000)</i>



TUESDAY, MARCH 24 – TORONTO – MONTREAL

FOOD Companies only	
8:00	Check out & load luggage on the bus.
8:30	Depart for Pusateri's Fine Foods <i>(1539 Avenue Road. - http://pusateris.com/)</i>
9:00	Tour of Pusateri's, meet John Mastroianni, GM, and Brenda Fontes, Sr. Buyer
10:00	Depart for Fortino's Supermarket (part of the Loblaw Group, Canada's Leading Supermarket chain) TBD <i>(8585 Hwy 27, Woodbridge, ON, T. 905-851-7632 - www.fortinos.ca)</i>
11.00	Visit of Fortino's Supermarkets Meet the Owners Fab Santangelo and Vince Scornaienchi, VP Fortino's
12:00	Depart Fortino's
12.15	Visit Longo's Supermarket (Ontario's leading Independent supermarket chain) Meet Anthony Longo, President and Jenny Longo, Purchasing Director <i>(address to be confirmed)</i>
13.15	Transfer to Toronto Pearson International Airport <i>(for the flights: AC418 at 16:00 & AC420 at 17:00)</i>

WINE & LIQUOR Companies only

10:00	Check out & load luggage on the bus.
10:35	Depart for LCBO (Liquor Control Board of Ontario) <i>(43 Freeland St. Toronto - www.lcbo.com)</i>
11:00	Presentations, Laboratory and Store tour Host: Igor Ryjenkov, Category Manager, European Wines
13.15	Transfer to Toronto Pearson International Airport <i>(for the flights: AC418 at 16:00 & AC420 at 17:00)</i>

17:18 Arrive in Montreal (flight AC418).
Meeting point with ICE attendant and transfer by bus to Sofitel Montreal Golden Mile Hotel
(1155 rue Sherbrooke ouest - tel. 514-285-9000)

18:18 Arrive in Montreal (flight AC420).
Meeting point with ICE attendant and transfer by bus to Sofitel Montreal Golden Mile Hotel
(1155 rue Sherbrooke ouest - tel. 514-285-9000)

Evening Free



WEDNESDAY, MARCH 25 – MONTREAL - VANCOUVER

Venue: Centre Mont-Royal – 2200 Mansfield Street - Montreal (tel. 514-844-2000)

08.00	Check-out & Store luggage with hotel Front Desk
	Walk from Sofitel Montreal Golden Mile Hotel to Centre Mont-Royal <i>(5 minutes walk)</i>
08.15 – 10.00	Setting up of Italian companies' displays
10.00 – 16.00	Italian companies' products displays open to Canadian Importers, Brokers, Agents, Food Retailer, Ho.Re.Ca. and Specialized Press
(12.00 – 13:00)	Light Buffet available for Italian participants
16.10	Walk back to Sofitel Montreal Golden Mile Hotel
	Collect luggage at the hotel Front Desk
16.45	Transfer to Montreal Airport <i>(for the flight: AC129 at 19:40)</i>
19.40	Departure to Vancouver
22:30	Arrive in Vancouver <i>(flight AC129)</i>

Meeting point with ICE attendant and transfer by bus to Marriott Pinnacle Downtown Hotel
(1128 West Hastings Street, Vancouver - Tel. 604-684-1128)

THURSDAY, MARCH 26 - VANCOUVER

Venue: The Westin Bayshore - 1601 Bayshore Drive – Vancouver (Tel. 604-682-3377)

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| 08.45 | Meeting point in the lobby of the Marriott Pinnacle Downtown Hotel |
| 09.00 | Transfer by bus to The Westin Bayshore |
| 09.15-11.00 | Setting up of Italian companies' displays |
| 11.00 – 17.30 | Italian companies' products displays open to Canadian Importers, Brokers, Agents, Food Retailer, Ho.Re.Ca. and Specialized Press |
| (12.30 – 14.00) | Light buffet available for Italian participants |
| 17:45 | Transfer by bus to the Marriott Pinnacle Downtown Hotel |
| 19.30 | Meeting point in the lobby of the Marriott Pinnacle Downtown Hotel |
| 19.45 | Transfer by bus to Terminal City Club
(837 West Hastings Street - Tel. 604-681-4121) |
| 20.00 | Vancouver welcoming cocktail offered by Consulate General of Italy and ITA Italian Trade Agency |
| 22.15 | Transfer by bus to Marriott Pinnacle Downtown Hotel |

FRIDAY, MARCH 27 – VANCOUVER

Venue: Marriott Pinnacle Downtown Hotel (Tel. 604-684-1128)

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| 08.30 – 11.00 | Breakfast – conference.
Presentations on the Canadian market (best practices) with a wine expert, a broker and an importer of food products.
(Pinnacle Harbourfront Ballroom) |
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End of mission and return to Italy

