



# F2F HEALTH MATTERS

## "ENTERING THE CANADIAN MARKET"

This webinar aims to give you an in-depth understanding of the Canadian market. It will give you an overview of the market and its requirements, and the best strategy to help you access this market.



14/06



03:00 PM - 04:00PM UTC

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F2F Health Matters

### Objective

- This webinar aims to give you an in-depth understanding of the Canadian market. It will give you an overview of the market and its requirements, and the best strategy to help you access this market.

→ **Sector focus: Healthy food & bio-sourced functional ingredient**

### Programme

- Presentation I - Trade Relations between EU and Canada (CETA Agreement)
- Presentation II - Opportunities and Challenges when approaching Canada

### Speakers

- **Juliana Teixeira** - Business Unit Manager, Market Access - Experts in International Business
- **Liliana Silva** - International Business Consultant, Market Access - Experts in International Business
- **Dennis Platersma** - Local partner of Market Access in Toronto
- **João Santos** - Project Manager, InovCluster - Associação do Cluster Agroindustrial do Centro

### B2B meetings via B2match

- After the webinar, join our matching and networking event on B2match platform
- Book your slots (plenty of availability online) and connect with Vietnam businesses and other European companies!

### [Register here](#)

Click to register on the B2match F2F Community, access the webinar and go networking!



**market  
access**  
EXPERTS IN INTERNATIONAL BUSINESS

