



Doing business with Canada

Διονύσης Πρωτοπαπάς
Σύμβουλος ΟΕΥ Α'
Γραφείο Οικ. & Εμπορ. Υποθέσεων
Τορόντο

Economy 2022

GDP growth: 4,1%
GDP per capita: 52.000USD
Unemployment: 5,2%
Inflation: 7,0% (Oct.)
Public debt: 75% of GDP

Population: 38 mil.

Toronto: 6,2 mil.
Montreal: 4,2 mil.
Vancouver: 2,6 mil.

80% of population lives within
150 km from the Canada-US border



Canada International Agreements

CUSMA

2020 / NAFTA 1994
Canada – USA - Mexico

CPTPP

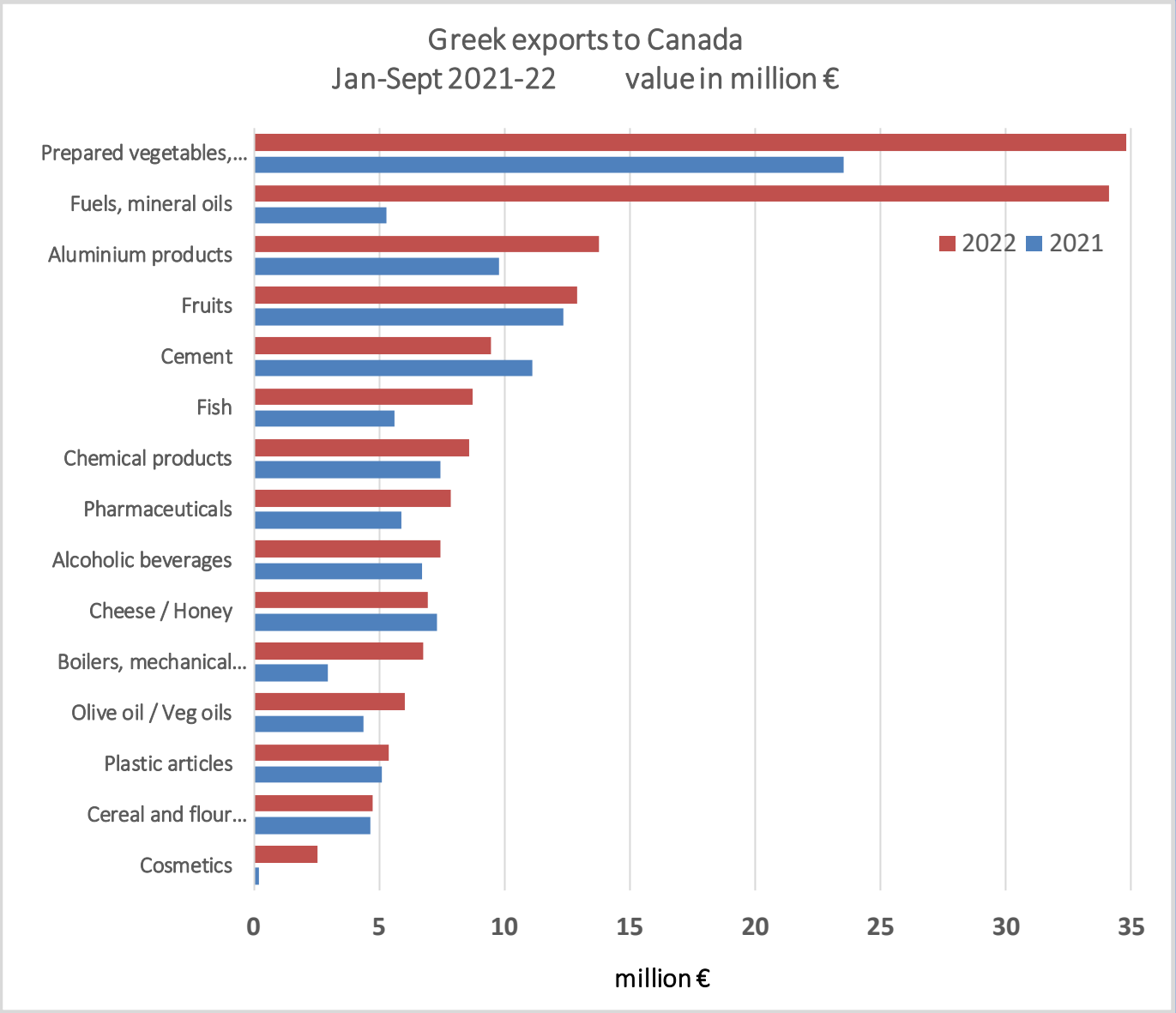
Comprehensive and Progressive Agreement for
Trans-Pacific Partnership 2018

Canada, Australia, Brunei, Chile, Japan, Malaysia,
Mexico, New Zealand, Peru, Singapore, and Vietnam

CETA

Comprehensive Economic and Trade Agreement 2017
Canada – EU 27

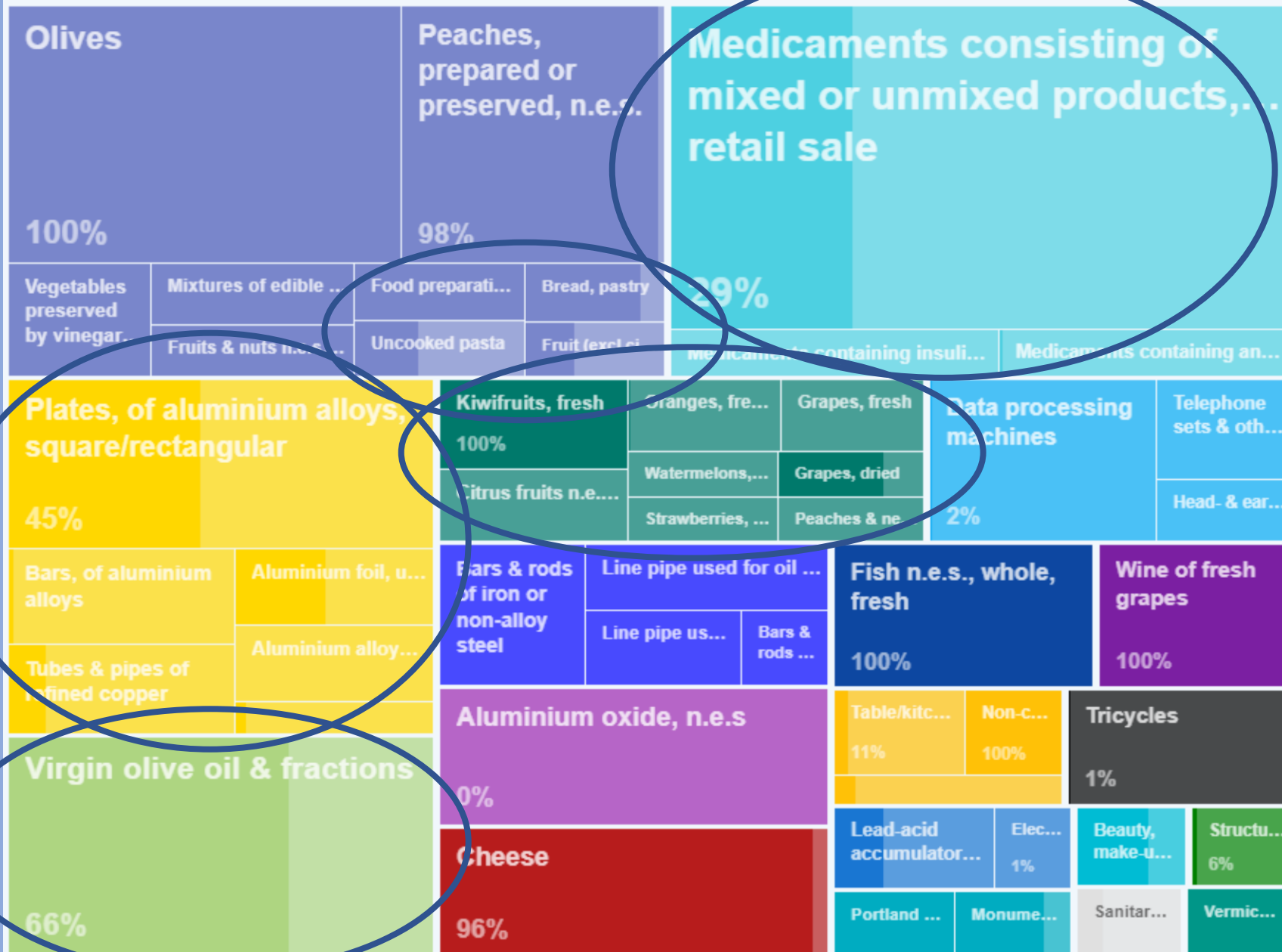
- 0% import duty for 98% of total products
- Greek G.I's protected in Canada:
 - feta, manouri, kefalograviera, kasseri, graviera Naxou – Kritis
 - masticha Chiou, krokos Kozanis
 - elaiolado Kalamata – Kolymvari – Lakonia – Sitia
 - elia Kalamatas – konservolia
 - fassolia Kastorias – Prespon Florinas
 - Samos wines



Change in value %

2020/2021: +21,5%

Jan.-Sept. 2021/2022: +45,0%



Greek products with greatest export potential to Canada

- Medicaments
- Aluminum products
- Alumina
- Bakery products
- Olive oil
- Fresh fruits
- Pasta
- Batteries
- Personal care

Agrifood products - Import requirements

Product category	Are imports from Greece allowed?
Dairy - Cheese	Import quota (TRQ) = 16.000 tons annually Import duty within TRQ = 0% without TRQ = 245.5 %, but not less than \$3.53/kg
Fish	Yes
Packaged fruits and vegetables	Yes
Honey	Yes, special requirements
Packaged food products (all other food)	Yes
Fresh fruits and vegetables	It depends on the product
Eggs	No
Shellfish	No
Meat and products of animal origin	No

Self check for import requirements at
[AIRS – Automated Import Reference System](#)

Labeling and Packaging

English and French

Safe Food for Canadians Act (SFCA):

packaging, labelling, sale, importation and
advertising of prepackaged food and non-food
products

NEW

Nutrition Facts
Valeur nutritive

Per 1 cup (250 mL)
pour 1 tasse (250 mL)

Calories 110 % Daily Value*
% valeur quotidienne*

Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 26 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 22 g	22 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 450 mg	10 %
Calcium 30 mg	2 %
Iron / Fer 0 mg	0 %

*5% or less is a little, 15% or more is a lot
*5% ou moins c'est peu, 15% ou plus c'est beaucoup

NEW

Black font: upper and lower case

Grouping of sugars-based ingredients

Ingredients: Sugars (fancy molasses, brown sugar, sugar) • Flour • Vegetable oil shortening • Liquid whole egg • Salt • Sodium bicarbonate • Spices • Allura red

Contains: Wheat • Egg

Minimum type height requirements

Bullets or commas to separate ingredients

The titles "Ingredients" and "Contains" in bold type

White or neutral background

Food colours listed by name

Annotations for the Nutrition Facts label:

- Calories is larger and stands out more with bold line below
- Serving size stands out more and is more similar on similar foods
- Daily Values updated
- New % Daily Value for total sugars
- Updated list of minerals of public health concern
- mg amounts are shown
- New % Daily Value footnote



Sea transport, Piraeus to Halifax

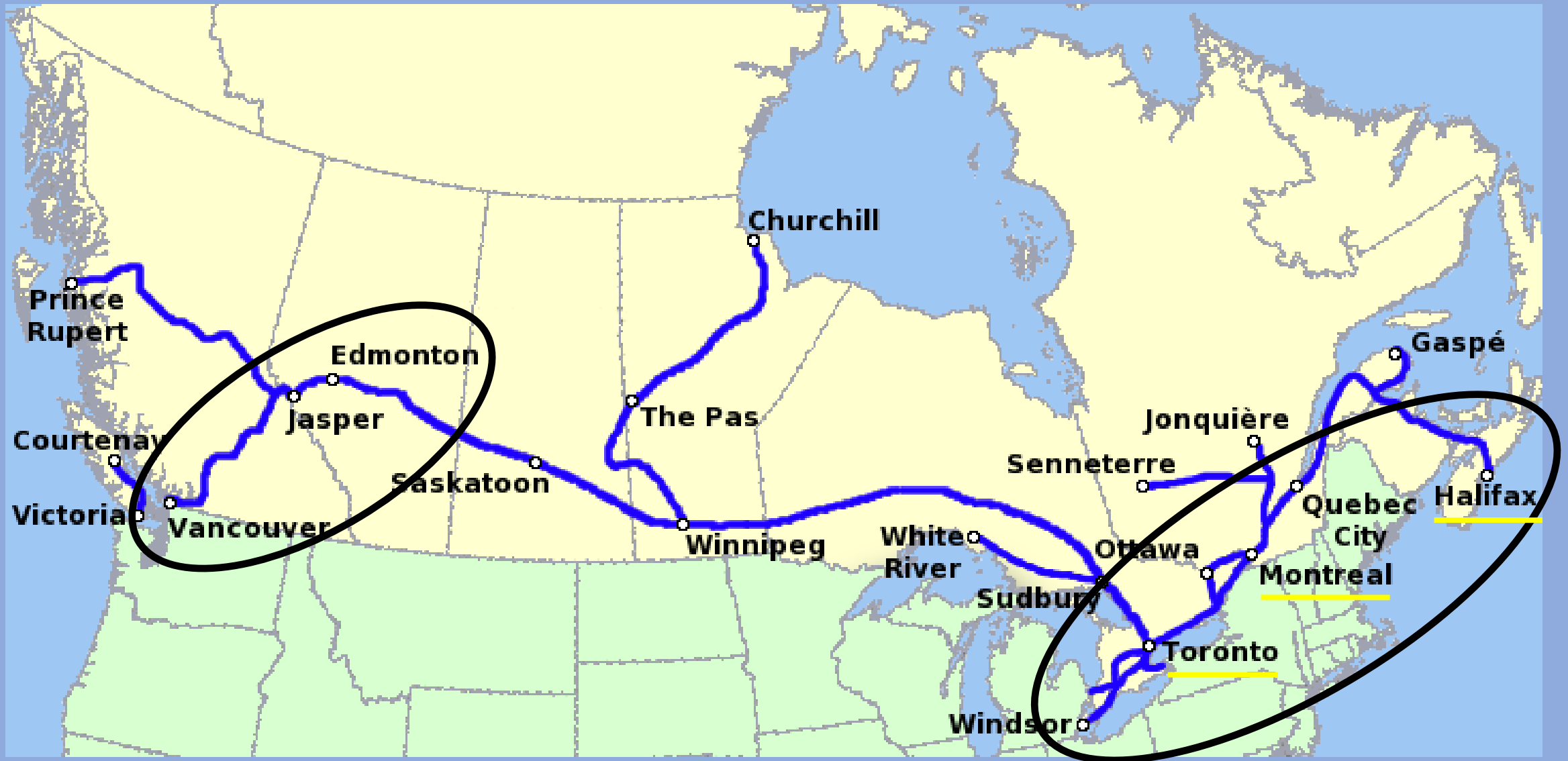
20 to 40 days

Cost 40ft container

€3.000 pre-pandemic

€13.000 now

Rail transportation East – West



10 largest retail chains by market share

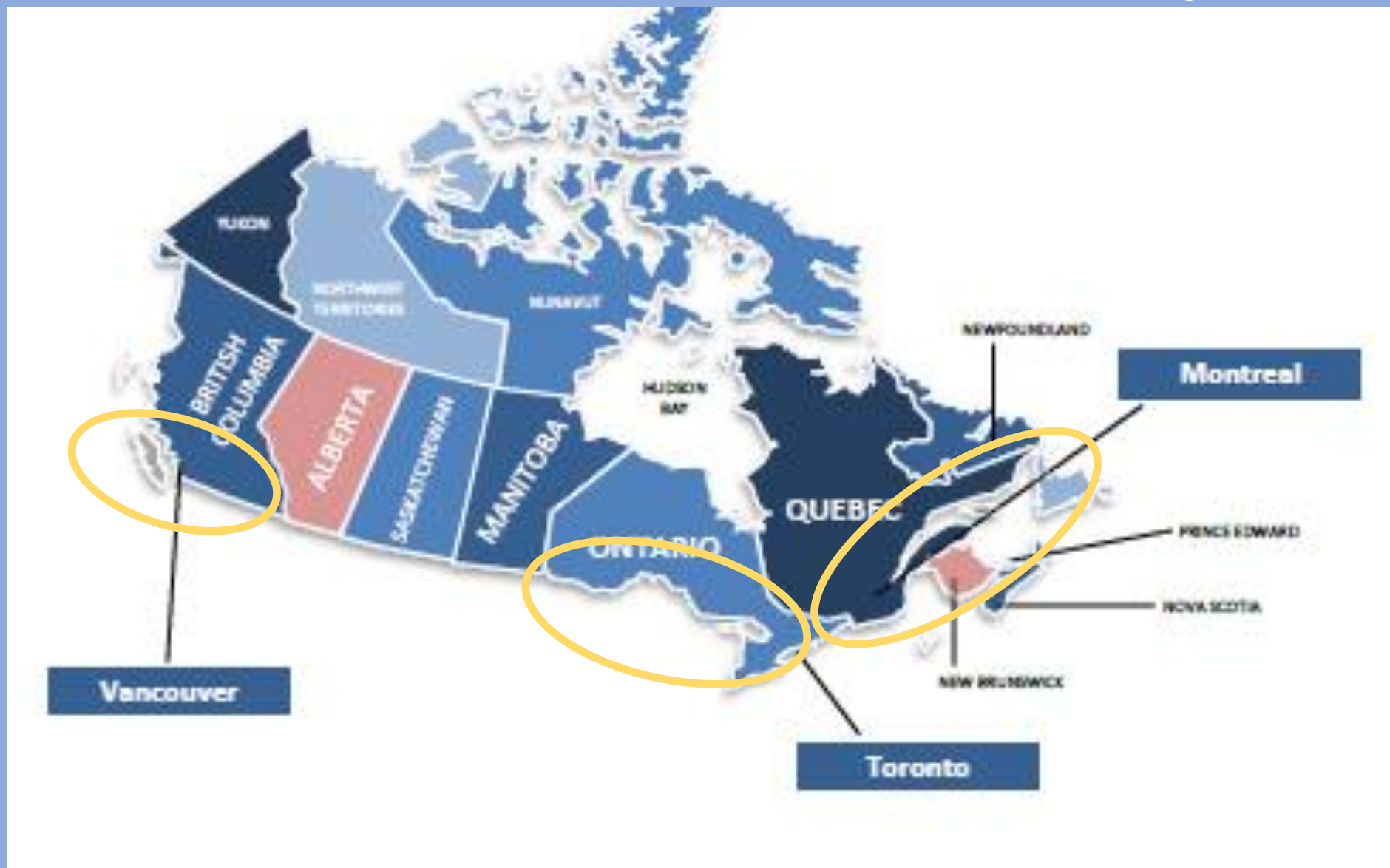
- Loblaws/Shoppers Drug Mart (27%)
- Sobeys/Safeway (22%)
- Metro/Jean Coutu (11%)
- Costco (9%)
- Walmart (8%)
- Overwaitea Food Group (4%)
- Co-ops (3%)
- Couch-Tard (2%)
- Northwest Company Inc. (1%)
- Dollarama (1%)

Sales of retail chains by Province

- Ontario – 36%
- Quebec – 25%
- British Columbia- 14%
- Alberta – 12%
- Manitoba – 4%
- Saskatchewan – 3%
- Nova Scotia– 3%
- New Brunswick– 2 %
- Newfoundland & Labrador – 2%
- Prince Edward Island– 0.4%



Main urban conglomerations



Provincial
Liquor
Authorities

One
Liquor Authority
per Province
& many Agents



LCBO



- Largest importer in the world
- Turnover 9,2 billion CAD (6,9 billion €) not including taxes
- 31.000 SKU's
- 670 own stores
- 369 LCBO Convenience Outlets
- Online shop

439 privately owned stores

70% LCBO / 30% agents or private sellers

LCBO



LCBO marketing channels:

- General listings
 - Vintages
 - Destination collections
-
- LCBO is the buyer/importer for all orders
 - Suppliers are paid an ex-cellar price
 - Suppliers deliver FCA to forwarder
 - LCBO arranges transport, insurance, customs clearance, warehousing
 - Final price in CAD =
approx. ex cellar price in € * 3,2
 - Agents place private orders
(consignments) through LCBO

Public procurement

<https://canadabuys.canada.ca>

- Get your company registered
- Prepare your bid

<https://buyandsell.gc.ca>

- Find a tender
 - Federal government
 - Provincial and territorial governments
 - Municipalities
 - Publicly funded academic institutions
 - Schools
 - Hospitals
 - Crown corporations

- EU companies can participate thanks to CETA
- Provincial tenders can be challenging
 - Lack of information
 - Different requirements<https://www.seao.ca/>
 - Provinces have their own websites
 - Quebec: www.seao.ca
 - Ontario: <https://ontariotenders.app.jaggaer.com>



**ΓΡΑΦΕΙΟ ΟΙΚΟΝΟΜΙΚΩΝ ΚΑΙ ΕΜΠΟΡΙΚΩΝ ΥΠΟΘΕΣΕΩΝ
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Σύνταξη: Γραφεία ΟΕΥ Οπάβα και Τορόντο

