



Serbian Agricultural Machinery and Equipment Mission to Canada led by the Omniglobe Business Solution Ltd. with support of the Serbian Embassy in Canada

September 8 - 12, 2008

Market visit Background

This Serbian **Agricultural Machinery and Equipment** mission is designed to support organizations in Serbia wanting to expand their activity in the Canadian market

Opportunities in Canada

Following are some of the key market features:

- Strong Economic Performance: 7th largest economy in the world; highest of the G8 economies
- Canada has the crucial ingredients for leading the world's agriculture industry: a clean environment, temperate climate, plentiful natural resources, a strong economy, and high standards for food inspection and regulation. One of the oldest sectors of the economy, it accounts for over 8 percent of the Canadian GDP and has become one of the country's most dynamic and innovative industries.
- The agricultural machinery and equipment market is highly competitive in terms of price and technology. Companies with significant competitive advantages, such as the latest state-of-the-art technologies and excellent after-sale service, will find good sales and market opportunities in Canada
- Expanding row and crop farming is driving the need for smaller technology equipment to serve Canadian farmers diversifying from dry land farming to increase pulse and vegetable crops.
- Equipment with good sales potential would be spraying equipment, as well as seeders, planters and transplanter.

We encourage all industry to take advantage of visiting this exciting and expanding market which is full of opportunities.

Travelling to Canada and meeting face-to-face with prospective customers is crucial to establishing relationships that play an important role in doing business. Whilst in Canada there will be an in-country briefing, where you will be presented with a market overview and tips on how to conduct business. Thereafter, you will be free to attend meetings with your potential clients identified through research or by yourself. In addition, your itinerary will be personalized for your company – all recommendations on business appointments and meeting locations will be tailored to cater to the needs of your company.

Proposed Itinerary

September 7	Arrive in Toronto
September 8	Company meetings in Toronto
September 9	Company meetings in Toronto
	travel to Guelph
September 10	Company meetings in Guelph exhibit or visit Canada's Outdoor Farm Show www.outdoorfarmshow.com
September 11	Company meetings in Guelph exhibit or visit Canada's Outdoor Farm Show
September 12	Company meetings in Toronto
September 13	Depart to Belgrade from Toronto

Registration and Cost

Deadline is **June 6, 2008**. The first 20-25 qualified companies will be accepted
There are two levels of participation for the Trade Mission to Canada 2008

Level 1 - Fee \$ 7,500 CAN per person

Participation in various business networking events

- Mission/Market briefings
- Inclusion in the mission brochure
- Invitations for 4 of your key business contacts to each of the business networking events
- Inclusion in press conferences/deal signing ceremonies for significant announcements.
- Airfare: includes all international and domestic air travel.
- Hotels: includes single-occupancy, standard room for six nights at first-class hotels.
- Ground transportation between cities
- Mission Support: Estimate - includes mission planning, access to all mission events, and in-country assistance.

Level 2 - Fee \$1,200 CAN per person

- One-On-One Business Matchmaking: (target: 5-7 meetings) with potential customers and partners

Expenses not included: Visa and passport fees, exhibit or visit Canada's Outdoor Farm Show (www.outdoorfarmshow.com), meals outside of mission events, Interpreter costs and other personal expenses. Additional fees will apply for the following options:
Business Class Airfare Supplement
Hotel Room Upgrades to Suites

How to apply

Please fill in the registration form and email to zora@omniglobebusiness.com or fax to 1 613-822-5099.



Registration Form

Serbian Agricultural Machinery and Equipment Mission to Canada September 8- 12, 2008

Deadline for Submission of Candidates: June 6, 2008

Mission Participation Information: Limited to 20-25 businesses

Name: _____
 Job Title: _____ Company: _____
 Address: _____
 Telephone: _____ E-mail: _____
 Nature of Business _____

Do you have a partner/distributor in Canada? Yes No

Is your firm seeking representation on an exclusive basis in this market? Yes No

I would like to join Canada's Outdoor Farm Show as an exhibitor
 as a trade fair-visitor

Do you require assistance in arranging individual (partner) company meetings? Yes No

Are there any specific companies, or types of companies, you would like us to contact?

If so, please name them.

What trade objectives would you like to achieve during your visit? Please check all that apply.

- Finding Sales Reps Exposure to New Business Prospects Finding Distributors Finding Licensees Product Testing
 Government Relations Joint Venture Partners
 Other _____

For the Trade Mission to Canada 2008, We are offering two levels of service. Please indicate which level suits your company's needs:

Level 1 - Fee \$7,500 CAN per person Yes No

Level 2 - Fee \$1,200 CAN per person Yes No

Payment Information

Payment must accompany your application form. Payment must be received in the form of corporate check or corporate credit card. In order to be confirmed as a participant, payment in full must be received by June 6, 2008.

Cheque / money order payable to: Omniglobe Business Solutions Ltd. "Europe - Canada Trade Missions"

Mail to : Omniglobe Business Solutions Ltd., 275 Slater Street, Suite 900, Ottawa, Ontario K1P 5H9 Canada

Amount due: \$7500 CAN (one participant) - Level 1 \$1200 CAN (one participant) - Level 2

- Cheque / money order Enclosed
 Credit Card Master Card Visa

Card Number: _____ Exp. Date _____

Name of Cardholder _____ Signature of Cardholder: _____

If paying by credit card, you may fax this page to +1 613 822 5099

Signature confirms your company's intention to participate in this program. Payment must accompany registration to be considered.

Program is offered on a first come – first served basis and space is limited!

A 50% refund on participation fee will be offered on cancellation request received in writing up to August 8, 2008; thereafter, no refund will be given. Omniglobe Business Solutions Ltd. cannot be held responsible for any late or unexpected meeting changes; cancellations or unforeseen circumstance. Programming is subject to change based on the needs of the final delegation.

Waiver of Liability:

I agree to assume responsibility for and hold Omniglobe Business Solutions Ltd. and its partners harmless for any and all risks in or arising from my participation in this trade mission. This waiver shall include, but is not limited to, risk of bodily injury, illness, death, and/or property damage or loss. I hereby for my business, myself, my heirs, and executors and administrators of all the foregoing, release and discharge the Omniglobe Business Solutions Ltd. its employees, Board of Directors, sponsors and all persons associated herewith from all claims and damages resulting from or arising out of, or incident to participation in this program.

Name _____ Title _____ Date _____

Complete the enclosed application and return it to the address below before June 6, 2008.

Applications also are available Web site at www.omniglobebusiness.com

We will notify all applicants of their selection status By June 13, 2008.

Please contact:

Zora Arnautovic

Managing Director

Omniglobe Business Solutions Ltd.

+1 613-822-5099 fax
zora@omniglobebusiness.com

+1 613-828-2800 office
 +1 613-799-8885 mobile