

S U M M E R 2 0 1 5



Canada Beef International Institute
(CBII Taiwan / SE Asia)

Canada Beef Quarterly Report

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Chef Daza offered his signature Roasted Canadian Rib eye. Canada's prime grade beef is well-marbled, flavorful and tender. "The world-class Canadian beef has great taste, so I just roasted it and dressed it with some good-quality sea salt; which could bring out the natural authentic taste and flavor of this menu," said Chef Daza.



Media Launch Party

Canadian Beef Fiesta with New World Makati Hotel



Signing
Ceremony of
Partnership
Agreement

In order to position world-class Canadian beef with a premium image and at a high quality level; Canada beef International Institute partnered with New World Makati Hotel to conduct a fascinating event "Canada Beef Fiesta" from July 1-31 in Metro Manila, Philippines.

A launch media conference was held prior to the event on June 8th. Executive chef Robert Davis along with celebrity guest chef Sandy Daza provided a world-class Canada Beef experience to participating media guests. The chefs shared their experience of cooking and choosing different cuts of Canadian beef and perfectly delivered a variety of delicious menus. These menus were also available to hotel guests during the event period.

Canadian Ambassador Mr. Neil Reeder and General Manager of New World Hotel Mr. Farid Schoucair gave opening speeches at the conference; followed by an introduction of Canada Beef by CBII Asia Director Mr. Shimojima. Guests received full knowledge of Canada Beef and personally experienced the perfect taste of Canadian beef. The conference was successful not only in positioning the high-quality brand image of Canada Beef but also in attracting and impressing our guests. All media in attendance covered the event by sharing their wonderful experience with Canada Beef with consumers.



Canadian beef cooking demo by
Executive chef Robert Davis, New World Makati Hotel

Exciting, Delicious Meals Made by Canadian Beef

Thanks to the efforts of Chef Robert Davis, Filipino gourmands and beef lovers could enjoy delicious Canadian beef menus in New World Makati Hotel in July. Café 1228 and Jasmine both served Chef Davis' special dishes made with Canadian beef. Café 1228 served Pepper Beef Salad, Roast Beef Baguettes, Sugar Cured Tenderloin, Whole Roast Rib, Smoky BBQ Beef Pizza, Meat Loaf and more.

The dishes presented by Jasmine were also awesome. Jasmine served Diced Beef Tenderloin with Crispy Golden Mushrooms, Stuffed Pan-fried Beef Roll with Enoki Mushrooms, Pan-fried Diced Beef Ribs with Minced Garlic and Black Pepper Sauce, Stir-fried Diced Beef Tenderloin with Salt and Pepper, Stir-fried Diced Tenderloin with Abalone Mushrooms, Beef Steak with Goose Liver and Black Truffle Sauce.

New World Makati Hotel also presented a special Canadian Monster Beef Burger available through room service for hotel guests.

Mmmm... Are you hungry?

Hello! Philippines! Here Comes Maple!



Canada Beef International Institute (CBII) has two ambassador mascots. Older brother Rocky represents the Angus breed from Western Canada and little sister Maple represents the Hereford breed from Eastern Canada. Both of them often participate in Asian marketing activities and are popular with all ages. Maple participated at the Canada Beef Fiesta event at New World Makati Hotel in July. Every Saturday, Maple greeted visitors and spread the spirit and love of the Canadian Beef brand and image. Consumers can also go on the hotel's Facebook page to answer the Canada Beef quiz and earn special prizes from Maple.

Canada Beef Brand Marketing Conferences in Taiwan

Sharing Great Times with CBII's Partners

Canada Beef International Institute (CBII) held marketing conferences at the Grand Hyatt Taipei on July 1 and at Beluga, Taichung on July 2. CBII delivered a marketing presentation to exporters, importers, retailers and industry partners, exchanged points of view and shared tasty Canadian beef dishes together.

First, CBII provided an overview of its marketing efforts and achievements during 2014. The strategy of CBII in Asia focuses on three E's, which are Emotion, Education and Evolution. CBII utilizes the three E's to build the relationship between the Canadian Beef brand and consumers.



Emotion is about making consumers understand Canada Beef's image and story, and as a result, feel emotionally connected with Canada Beef. Last year, CBII made many marketing materials like films, stickers, posters and brochures. All of these materials are free for our partners.

Education is about building brand loyalty through marketing activities such as beef tasting, recipe development and cooking classes.

Evolution means we focus more on consumers and thinking about how to market Canadian beef to them. For example, we choose partners who align with our goal of positioning Canadian beef to appeal in a high-end market.

In late February 2015, the Taiwan government announced a temporary ban for all import of Canadian Beef due to a new BSE case in Canada. At the conference in Taichung, Director of Trade, Allan Edwards from the Canadian trade office in Taipei (CTOT) illustrated the import situation. Allan indicated that the Canadian Government immediately investigated all the possible and related matter that may have caused the recent BSE case. Allan also said the Canadian Government would release a results report in April as requested by the WTO. Allan emphasized that the BSE detected animal did not enter any domestic or export food chains in Canada; therefore Canada's beef safety rating with WTO remained at "Risk Controlled" country. CTOT mentioned they would continue to negotiate with the Taiwan Government to bring the supply of premium Canadian beef back to Taiwan.

T E S T I M O N I A L S

Retailer

"The marketing strategy of Emotion is correct. Some of my friends like to choose Canadian products because of their own experiences. For instance, one of them once studied in Canada, and the other has relatives living in Canada, so they have a good feeling for this country."

Retailer

"In order to meet Taiwanese consumer shopping habits, my suggestion is to reduce the package, make it smaller. Maybe CBII could convey this opinion to Canada's production line and do some adjustment."

Food Service

"While a large seminar provides a lot of knowledge of Canadian beef, the small seminar gives us the chance to interact face to face, exchange our thoughts and opinions, and discuss our marketing together. It is really a good way of communication."



For any questions or information about the quarterly report, please contact:

Canada Beef International Institute
7C12 7FL, No.5, Hsin - Yi Road, Sec. 5, Taipei, 11011, Taiwan
Tel: 02-8780-1206 Fax: 02-8780-1207
Email: ichang@canadabeef.ca (Ms. Isabelle Chang)