



Taste of Canada's Food Island: Prince Edward Island

Seoul: September 15th, 2025

Tokyo: September 17th, 2025

Osaka: September 20th, 2025

Overview:

Atlantic Canada's Market Team (ATIGA) is planning for an Atlantic Canada's Multi-Sector Trade Mission to Japan and South Korea, September 14-21, 2025, with an Atlantic Canada Day at Expo 2025 Osaka, promoting Atlantic Canada's trade, innovation, tourism and culture.

To best utilize this market expansion and diversification opportunity, on the margin of this mission's program, Innovation PEI has planned to host three promotional events and marketing campaigns highlighting PEI's food brand, Canada's Food Island:

a) Exclusive Food Promotional Events:

Hosting a flagship event, Prince Edward Island Day at Expo 2025 Osaka within Canada Pavilion, along with two exclusive Taste of Canada's Food Island events in Seoul and Tokyo.

b) Comprehensive Marketing Campaigns:

A blend of digital and traditional marketing strategies showcasing Canada's Food Island brand and PEI's leadership in sustainability, food quality and safety, and environmental responsibility.

Objective:

- a) Expand PEI's market presence in Japan & South Korea to diversify and enhance PEI's businesses.
- b) Launch Canada's Food Island brand in Japan and South Korea and promote PEI as a trusted supplier of premium and sustainable food products in these markets.
- c) Engage industry professionals, media and influencers to drive B2B & B2C opportunities.

Venue:

- a) Seoul & Tokyo: Hotel for Atlantic Canada's mission program
- b) Osaka: Canada Pavilion at Expo 2025 Osaka

Itinerary:

Location & Date	Atlantic Canada Mission Program	PEI Mission Program on the Margin of Atlantic Program
Seoul, S. Korea		
Sunday, Sept. 14	Market briefing, site tour, reception	
Monday, Sept. 15	B2B session, round table discussion, <i>travel to Tokyo</i>	Taste of PEI – Press conference, <i>travel to Tokyo</i>
Tokyo, Japan		
Tuesday, Sept. 16	Market briefing, site tour	
Wednesday, Sept. 17	B2B session, lunch reception, roundtable discussion, <i>travel to Osaka</i>	Taste of PEI – Press conference, <i>travel to Osaka</i>
Osaka, Japan		
Thursday, Sept. 18	Market briefing, B2B session, round table discussion	
Friday, Sept. 19	Atlantic Canada Day & reception at Expo 2025	
Saturday, Sept. 20	Attendance at Expo 2025 (Business intelligence gathering)	Prince Edward Island Day at Expo 2025 – Press Conference, consumer engagement event
Sunday, Sept. 21	Attendance at Expo 2025 (Business intelligence gathering)	