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Andrew Dixon, Senior Vice President Trade and Development for the Port of Saint John.

Submitted by Paula Copeland

Selling Brazil on N.B. staples like Moosehead and Crosby's



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Joshua Fischlin | Telegraph-Journal

SAINT JOHN • A city contingent will head to South America's largest country to sell citizens on N.B. staples like Moosehead beer and Crosby's molasses.

Representatives from Port Saint John, container terminal operator DP World Saint John, and container service CMA CGM, will be heading out to the 25th Annual Intermodal South America Conference, taking place in Sao Paulo between March 19 and 21.

The overall objectives will be to grow and develop bilateral trade between Canada and Brazil, and to showcase N.B. products to potentially increase their business, said Shannon Blanchard, Cargo Development Manager for Port Saint John.

Port Saint John promotes and builds connections through their container services, said Blanchard.

The conference will include panel discussions and a trade show, in which products will be showcased. Around 32,000 delegates from around the world are registered for the trade show, Blanchard said.

Andrew Dixon, Senior VP Trade and Business Development for the Port of Saint John, will be a panel speaker.

“Andrew will be focusing on the collaborative approach we have with our levels of government here in Canada, as far as developing bilateral trade between Canada and Brazil,” said Blanchard.

He will also focus on the collaborative efforts they have within their supply chain, she said.

N.B. products will be showcased, including Moosehead and Crosby's Molasses. Other N.B. staples being featured include maple syrup and peat moss, Blanchard said.

The goals, Blanchard said, are twofold.

"One is to promote the opportunities out of New Brunswick as far as what's being produced and what's available for export, to grow their businesses," she said. From there, she said Brazil will be able to increase commerce through the Port of Saint John.

"We take our role in economic development for our region very seriously," said Dixon.

The port is connected to over 500 ports globally, said Blanchard. Trade partners includes India, China, Indonesia, Brazil, Mexico, Columbia, Peru, Chile, and the United States, among others.

Much of the cost for the trip will be covered by the port authority, Dixon said.

David Duplisea, CEO of the Saint John Region Chamber of Commerce, said the trip is "a great opportunity for Saint John, and for our region."

Trading with South America is natural fit, he said.

"Saint John is ideally positioned, from geographical standpoint with the port, to foster trade relationships with Brazil," Duplisea said, adding that any opportunities coming out of South America via Brazil "would be very good for Saint John."

Any time opportunities are enhanced and the port grows, he said, the community grows.

"We're very excited because you know, any time the port does well, the city does well and typically, any time the port does well, the whole province does well."