

EU-CANADA

COMPREHENSIVE ECONOMIC AND TRADE AGREEMENT (CETA)



CETA Exporters' Stories

Westland Cheese Group (Netherlands)

More cheese? Yes please (thanks to CETA)



The Westland Group is a Dutch family-owned business best known for producing the Old Amsterdam and Maaslander brands of cheese.

Key info

Founded in: 1936

Headquarters: Huizen, Netherlands

Employees: 90

Annual turnover, 2016: € 100m

Company profile

Westland has deep expertise relating to cheese and cheese markets, and knows exactly how to respond to consumer demands for innovative, unexpected and healthy products.



Westland already exports all over the world. Canada has been an important market for the company for around 20 years,

but still only accounts for a small percentage of the group's turnover because of restrictive yearly quotas.

CETA promises to change that, by more than doubling the duty-free quota for EU cheese exports to Canada.

How CETA is helping



Opening up
Canada's market

CETA will double the quota of cheese which EU producers can export to Canada without paying any customs duties.

That means companies like Westland can sell much more of their products at a competitive price.



"We know how much Canadian consumers like our cheese. CETA more than doubles the quota for EU cheese exports to Canada, so there are big opportunities to grow our Old Amsterdam brand further and faster there in the coming years."

Henny Westland

CEO, Westland Cheese Group



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Aranleón (Spain)

Raising a glass to CETA



Aranleón is a young winery on Spain's Mediterranean coast. It grows 15 varieties of grape on 120 hectares.

Key info

Founded in: 2000

Headquarters: Venta del Moro, Valencia, Spain

Company profile



Aranleón markets three families of red wine under the Blés, Aranleón Sólo and El Árbol de Aranleón brands, as well as a white, a rosé and a cava.

Aranleón's wines are certified organic and have won more than 15 international awards. The company also offers wine tourism for those wanting to learn more about winemaking.

Aranleón exports a quarter of its production – around 100,000 bottles – to

Canada and has listed one of their organic wines in the Quebec liquor board catalogue.

Now the company has set its sights on expanding sales in Canada.

How CETA is helping



Opening up Canada's market

CETA's tariff cuts will enable Aranleón to offer Canadian consumers better value for money.



Easing export barriers

CETA has:

- removed some of the barriers that EU wine exporters used to face
- put in place a clear framework for easing other such barriers.



Protecting Geographical Indications

CETA will continue to protect Aranleón's status as a Geographical Indication (GI) on the Canadian market.



María Sancho
Owner and Managing Director, Aranleón

"The current encouraging business situation is because EU trade agreements have removed trade barriers.

The new agreement with Canada – one of our most promising markets – will be a huge help."



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CETA Exporters' Stories

Ewa Bis (Poland)

Ready to reap the fruits of CETA



Ewa-Bis exports fruit and vegetables from all over Poland. Its products are sold in 25 countries around the world.

Key info

Founded in: 1987

Headquarters: Warsaw

Employees: 200

Annual turnover, 2016: 100m złotys

Company profile

Ewa-Bis was founded by Marek Marzec, who grew up in his family orchard in Sandomierz, Poland. It was there he learned the basics of growing fruit trees and planted the seeds to his future career.



The company supplies both conventionally-grown and organic produce. Thanks to EU funding it got in 2014, Ewa-Bis now has a business-to-business IT system. This has helped it increase turnover and develop a database of suppliers and customers worldwide.

The company has already taken advantage of the EU's trade agreements. Ewa-Bis believes CETA will bring it new export opportunities and has established a foothold in Toronto in expectation of expanding its business.

How CETA is helping



CETA has removed customs duties on Europe's fruit and vegetable exports.

Opening up
Canada's market



Under CETA, new procedures will simplify and accelerate the approval process for exporting plants, fruit and vegetables from the EU to Canada.

Simplifying export
procedures



Marek Marzec,
Founder, Ewa-Bis, Poland

"Ewa Bis has been trying to get into the Canadian market for some time, but complicated approvals procedures have made it hard. CETA offers the right framework in which to tackle these, and should make it easier for EU firms of all sizes to do business in Canada."

Marek Marzac
Founder and CEO, Ewa-Bis

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CETA Exporters' Stories

Österreich Wein (Austria)

An end to Canadian tariffs? Cheers to that!

ÖSTERREICH WEIN

Österreich Wein – the Austrian Wine Marketing Board – helps to promote sales of Austrian wine both at home and abroad.

Key info

Founded in: 1986
Headquarters: Vienna, Austria
Employees: 10

Company profile

The wine-growing country of Austria is known for its diversity of grape varieties and the versatility of its wine producers. Around 20,000 vintners cultivate grapevines and make their own wines at all levels of quality, and for all occasions.

Österreich Wein supports, coordinates and maintains the quality and sales of their products at home and abroad.



The Board focuses on promoting quality wines and helping to increase the value of Austrian wine exports from year to year. Indeed, in 2016 overall exports grew to almost €150 million.

Canada is a fast-growing wine market where Austria is already well represented. In 2016:

- exports by volume grew by 20% year on year
- exports by value rose by 28%.

And with the entry into force of CETA, Austrian winemakers are set to increase sales even further.

How CETA is helping



Opening up
Canada's market

CETA has removed Canada's import tariffs on European wines.



Easing export
barriers

CETA has:

- removed some of the barriers that EU wine exporters used to face, and
- put in place a clear framework for easing others.



"CETA will scrap tariffs on EU wines and gradually ease some import regulations. That means there's real potential for further growth in Austrian wine sales on the Canadian market."

Wilhelm Klinger

CEO, Austrian Wine Marketing Board



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CETA Exporters' Stories

Schärf Coffee (Austria)

A new brew for Canadian consumers



Schärf Coffee is a family business which operates over 300 coffee shops in 23 countries under the Coffeeshop Company brand, supplying them with coffee from Austria.

Key info

Founded in: 1959
Headquarters: NeusiedlSee, Burgenland, Austria
Employees: 90
Annual turnover, 2016: € 93m

Company profile

Schärf uses only premium high-grown Arabica beans for its coffees, sourced from the best coffee growing areas around the globe. It then roasts all its beans in Austria.



One of its sources is Marley's coffee farm in the Blue Mountain region of Jamaica. The farm supports communities and

the environment through organic, sustainable and ethical trade.

Back in Austria, Schärf's exports guarantee some 90 jobs at the company's head office.

And its next steps could take it to Canada, where it believes CETA could help it realise its plans to expand its overseas operations still further.

How CETA is helping



Making trade easier for SMEs

CETA creates new opportunities that are of particular interest to small businesses across the EU trying to export to Canada.



Opening up Canada's market

By lowering or removing tariffs, CETA will enable European firms to offer their products at more competitive prices on the Canadian market.



"For a relatively small firm like ours trade agreements get rid of bureaucratic hurdles that would otherwise cost time and money.

And with no customs tariffs to pay, we can offer our products on better terms. So CETA would definitely help us expand into Canada. And that will create new jobs here in Austria."

Reinhold Schärf
CEO, Schärf Coffee

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CETA Exporters' Stories

Maison Mons – Fromager Affineur (France)

Top cheeses set for Canada's tables



Maison Mons is a French family firm specialised in refining and selling exceptional cheeses.

Key info

Founded in: 1964
Headquarters: Saint-Haon-le-Châtel, Loire, France
Employees: 90
Annual turnover, 2016: €13 m

Company profile



Maison Mons is renowned for the 'affinage' or refinement of its cheeses. This is the second stage in cheese-making, where a

combination of water, air and temperature is used to develop textures, aromas, flavours and rinds.

CEO Hervé Mons seeks out the best producers who still make cheese in the traditional way using knowledge passed down from generation to generation. In 2000, he was awarded the title of France's 'Best Artisan Craftsman'.

The company sources 190 cheeses from 130 different farms and exports to over 25 countries, including Canada. It has five shops in France and one in London. With CETA now in place, the company is hoping to export more to Canada.

How CETA is helping



Opening up
Canada's market

CETA will more than double the current duty-free quota for EU cheese exports to Canada, from 8,000 to 18,500 tons.



Protecting
Geographical
Indications

CETA will protect 140 distinctive European regional food and drink products on the Canadian market, making it illegal to sell imitations of them.



"Many of our French cheeses, such as Beaufort, Comté and Cantal, are 'geographical indications' (GIs) - distinctive products tied to a particular region. CETA offers them greater protection on the Canadian market, and prohibits the sale of imitations."

Hervé Mons

CEO, Maison Mons – Fromager Affineur