



## Canadian Seal Marketing Group Inc.

### Seal Marketing plan for 2010

December 31<sup>st</sup>, 2010

12 months

#### History:

Seal project start in December 2009 after 3 Companies, GC Reiber (Newfoundland /Norway), Nu-Tan (Newfoundland) & Ta Ma Su Inc (Quebec), joint together to form an association call Canadian Seal Marketing Group to promote the use of different seal bi-products. The first by products was the use of the fur and a 3 years program has been developed.

The marketing was focusing on 2 main markets: China & Russia.

**Goal: Create a demand for the seal's skin in establishing a niche market.**

To achieve that goal, activities were developed in order to reach the markets and were divided in 4 main categories:

- |                                  |                                                                     |
|----------------------------------|---------------------------------------------------------------------|
| 1- <b>Designer:</b>              | Create a collection with seal skins;                                |
| 2- <b>Materiel:</b>              | Tools to support the design of the collection: Brochure & Web site; |
| 3- <b>Fairs;</b>                 | Access the market;                                                  |
| 4- <b>Magazines Advertizing:</b> | Create an image of the product;                                     |

#### Activities:

##### **Collection:**

In December the skins for the collection were dressed & dyed, patterns & garments made, photos shooting & catalogue done in 2 languages, web site on line. (<http://www.seal-fur.com/>)  
Copy of brochure in English & Chinese.

##### **36<sup>th</sup> China Fur & Leather Fair: Official Launch Januray 2010:**

In January 2010, The Honourable Gail Shea, Minister of Department Fish & Ocean Canada launch the project in Beijing China were the collection was presented during a Fashion show at the 36<sup>th</sup> Beijing Fur & Leather Fair. ( <http://www.fur-fair.com/en/index.php/News/View/id/18> )

The designer Bente Houmann Andersen who create the collection was present at the **SEAL** stand to show the techniques for designs on the garments and the way to work with seal skins.



***Kopenhagen Fur Auction 2010;***

Beginning of February the collection was shown at Kopenhagen fur Auction in Denmark the most important auction house in the world. More than 1 billion \$us turnover per year. The collection was shown after in the following auctions in April, June & September.

***Hong Kong Fur Fair February 2010:***

At the end of February the collection was shown at the Hong Fur fair the biggest fair in fur in the world. Same set up than Beijing with a stand where the collection was presented by Mrs. Andersen .( <http://www.hkff.org/en/info.do?method=home> )

***Naffem May 2010:***

We also launch the Canadian activity during NAFFEM, Montreal from May 2 to 4, 2010. For this occasion **Seal** did introduce a seal fur man collection as well as accessory. The collection was present at the Gala show on Sunday May2nd, and at the 2 daily shows. Again at this fair CSMG had a stand to exhibit the collection.  
( <http://www.furisgreen.com/fashionshows.aspx> ).

***Russian Activities Mexa: September2010:***

The activity in the Russian market took place at the Mexa fair. This fair is designated for the Russian dealers, manufacturers and retailers. This event took place in Moscow, Russia from September 25<sup>th</sup> to 28<sup>th</sup>, 2010. We also did have a fashion show twice a day during the fair.

After the three first events, meetings with officials from Canadian Embassy in Beijing, Hong Kong and members of the trade as well as meeting with the presidents of the 3 major auctions sales in the world, it was decided to update the strategy in order to better & faster access the market.

***Seminar & Workshops:***

As much as the 2 fairs (Beijing & Hong Kong) attract a lot of interest, the members of the association realised that seminars and workshops in difference cities in China would be a complement to access the market. Both activities are important. The seminars and workshops would be a direct market penetration in China and would replace the 2 activities schedule for Shanghai in May and September.

The choices of the cities were made for the following reasons:

- Design & fashion place;
- Manufacturing basis;
- Strong fur markets;

**1<sup>st</sup> Seminar:**

The 1<sup>st</sup> city to be chosen was Beijing, China. Because Beijing is central and also that more people can be reach, it was decided to choose this city. Also we could have the help of the Canadian Embassy as well as the local Chamber of Commerce.

The 1<sup>st</sup> Seminar of Canadian Seal Marketing Group was held at Meeting Room, 12/F, TianYa Building , No. 2 YaoBao Road , ChaoYang District, Beijing on Tuesday April 27<sup>th</sup> 2010. The Seminar was follow by 2 workshops on Wednesday April 28 and Thursday April 29, 2010. (Annexe A)

The 3 members of the associations, Mr. Anders Arnesen, Mr. Dion Dakins and Bernard Guimont were present at the event and did present a power point. (annexe B)

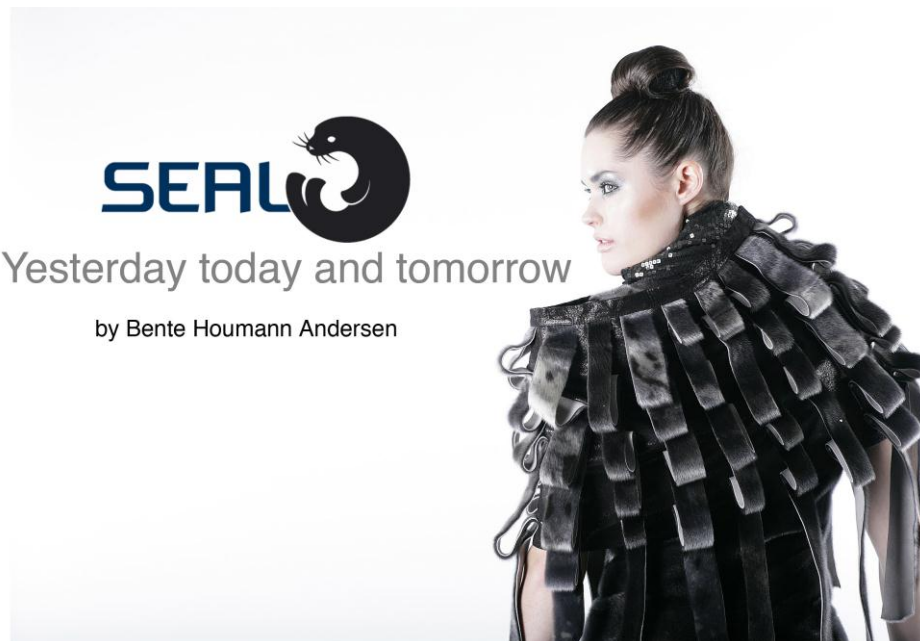
The opening speech was made by Mrs Grâce Kim First Secretary, *Trade Commissioner (Agriculture and Agri-Food) Canadian Embassey.*

Mrs Bente Houmann Andersen introduced the fashion part of the seminar and did perform the workshops with a fur & seal technician Mrs. Andrea Pfitzer from Germany.

The target audience for the seminars was the owner or presidents of Fur Manufacturers or Dealers in the fur or leather industry as well as Designers.

For the Seminar we had more than 45 people that did attend the Seminar and the 2 workshops.

For the 1<sup>st</sup> event it was consider well attended and prepared.



**2<sup>nd</sup> Seminar :**

The 2<sup>nd</sup> Seminar took place from Saturday September 4<sup>th</sup>, to Monday September 6<sup>th</sup>, 2010 and was held in Guangzhou, China.

The National Leather Products Quality Supervision and Inspection Center, cooperating with Canadian Seal Marketing Organization, held autumn seminar, in order to create an opportunity for the Chinese manufactories and European designers.

The seminars mainly focus on the shoes and bags in seal skins and the audience was compose by members of Shoes & accessories industry.

Again Mrs Bente Houmann Andersen introduced the fashion part of the seminar and did perform the workshops with a fur & seal technician from Denmark.

The seminar was attended by 40 people from different companies.



**Special event:**

The collection was presented in Shanghai at the end of November with the participation of Beautifully Canadian.





**Press & Media:**

All the activities were supported by a campaign in fashions magazines:

- Pellice Moda:
  - o Italian issue
  - o Chinese issue
  - o Russian Issue
- Fusion magazine (China):
  - o 4 magazines + 12 digital issues
  - o Front Page of May 2010 Issue
- Arpel Fur: June issue
- Infur: Editorial and advertizing

We did have also had a lot of press coverage in the launch of the project:

<http://www.cyberpresse.ca/le-soleil/affaires/actualite-economique/201001/11/01-937993-produits-du-phoque-la-chine-courtisee.php>

<http://network.nationalpost.com/np/blogs/posted/archive/tags/Canada+News/default.aspx>

[http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20100112/shea\\_China\\_100112/20100112?hub=Canada](http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20100112/shea_China_100112/20100112?hub=Canada)

<http://www.cbc.ca/canada/nova-scotia/story/2010/01/11/quebec-seal-products-china.html>

<http://www.radio-canada.ca/nouvelles/Economie/2010/01/12/017-Ministre-Shea-Chine.shtml>

<http://www.cyberpresse.ca/le-soleil/affaires/agro-alimentaire/201002/15/01-950020-le-phoque-en-promotion.php>

*Vaffem*

Pellicce Moda  
October 2010



KOPENHAGEN FUR

SEAL  
by BENTE HOUMANN ANDERSEN



After 12 months of the start of this project we could say Mission accompli. We did attract a lot of interest from the design side as well as material produce to bring an image to the seal industry and the use of the product.

Aside from the advertising and participating in fairs, media did spoke about the story behind the CSMG group and the designer Bente Houmann Andersen.

The reaction of the trade as well as public in general was extremely positive. We did attract a lot of Media coverage inside the trade as well as other media.. A lot of work has been done in those last 12 months and the goal of Canadian Seal marketing Group is to keep the momentum going with the different activities schedule for year 2.

The revised budget (annexe D) show the brake down of money already spends & money engaged in activities.





**Annexe A**

Seminar Invitation



## 加拿大海豹皮营销和工艺技术研讨会

您在构思新产品吗？您在考虑拓展新市场吗？您在寻找一种利润附加值高的皮革草原材料吗？全球三大海豹皮巨头公司：Nu Tan Furs Inc., GC Rieber Carino Ltd., 及Ta Ma Su Inc.

的总裁亲临中国北京天雅大厦研讨会现场，与您共同分享海豹皮的独特魅力。

加拿大海豹皮营销组织特聘产品设计总监—国际著名皮草设计师Bente Houmann Anderson女士携手德国高等技师Andrea Pfitzer亲自传授数十年海豹皮制品设计及工艺技术，图文并茂，手把手指导，让您将技术学到手，时尚带回家。

主办：加拿大海豹皮营销组织 承办：北京天雅大厦

协办：加拿大驻华大使馆 中国食品土畜进出口商会

时间：2010年4月27日-2010年4月29日

地点：北京朝阳区雅宝路2号天雅大厦12层会议室

欢迎来电咨询：Nutan: 001-709-469-

2849（公司总部有讲中文的郭小姐为大家服务）

Rieber:0047-55606700（中国代表杨先生：13904643318）

Tamasu:001-4182619595（中国代表晓宇15901218522, 江先生: 15901197909）

研讨会日程安排：

时间	内容
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# 海豹皮营销和工艺技术天雅研讨会

## 邀请函/INVITATION

主办：加拿大海豹皮营销组织

Nu Tan Furs Inc.

GC Rieber Carino Ltd.

Ta Ma Su Inc.

协办：加拿大大使馆

中国食品土畜进出口商会

承办：北京天雅大厦

时间：2010年4月27日-2010年4月29日

地址：北京朝阳区雅宝路2号天雅大厦12层会议室

27 日	12 : 00- 13 : 00		
	13 : 00- 13 : 30	加拿大大使馆代表致辞, 天雅集团领导致辞	加拿大驻华大使馆商务官员金... 天雅集团领导致欢迎词-欢迎中
	13 : 30- 14 : 30	加拿大海豹皮营销组织旗下全球三大海豹皮公司总裁亲自讲解	<ul style="list-style-type: none"> <li>✚ 海豹皮的新产品, 新市场,</li> <li>✚ 加拿大海豹猎捕的传统文化</li> <li>✚ 正规进口所需要的文件</li> </ul>
	14.30- 18 : 00	海豹皮服饰流行趋势及发展历史	<ul style="list-style-type: none"> <li>✚ 海豹服饰魅力在哪;</li> <li>✚ 海豹制品的配饰产品的可能</li> <li>✚ 趋势以及风格的未来走向</li> </ul>
28 日	9 : 30- 16 : 30	海豹皮工艺技术讲解 (第一组)	<ul style="list-style-type: none"> <li>✚ 海豹皮与皮革, 纺织品, 其</li> <li>✚ 如何将皮草中的低等级残次</li> </ul> <p>可应用于皮草的技术 注明: 中午一小时的午餐时</p>
29 日	9 : 30- 16 : 30	海豹皮工艺技术讲解 (第二组)	安排同28日一样。因为小班教





**Annexe B**

Seminar:  
Power Point of 1<sup>st</sup> and 2<sup>nd</sup> seminar



**Annexe C**

Press clip;



*Communiqué de presse Ta Ma Su\_Final v2\_30 avril 2010\_10h20*  
**Diffusion immédiate**

## **De la banquise au défilé de mode : SEAL attire l'attention internationalement**

*Le Groupe canadien de mise en marché du phoque dévoile sa nouvelle collection SEAL au Salon de la fourrure de Montréal (NAFFEM)*

**Montréal, QC**, 29 avril 2010. Après le succès international connu à Beijing et à Hong Kong, en Chine, ainsi qu'en Europe en hiver 2010, le Groupe canadien de mise en marché du phoque a le plaisir d'annoncer sa participation au Salon de la fourrure de Montréal - NAFFEM 2010 (North American Fur & Fashion Exposition – Montréal).

Du 2 au 4 mai 2010, GC Rieber Carino Itée, Nu Tan Furs Inc. et Ta Ma Su Inc., membres fondateurs du Groupe, dévoileront au marché mondial de la fourrure, dans le cadre du NAFFEM, leur nouvelle collection SEAL. Récemment développée suite à la rétroaction du marché et à l'identification d'une réelle demande, cette collection de mode masculine et d'accessoires unique et contemporaine a été créée par la designer européenne de renom Bente Houmann Andersen.

### **Invitation à découvrir une collection unique :**

**Date et heure :** 3 mai 2010, à 10 h 45  
**Lieu :** Place Bonaventure, Montréal; Salon de la fourrure (NAFFEM)  
Kiosque # 602  
**Réservation :** [info@seal-fur.ca](mailto:info@seal-fur.ca) ou par téléphone 418 261-9595  
**Site Web :** [www.seal-fur.com](http://www.seal-fur.com)

### **Un groupe fièrement canadien**

Le Groupe canadien de mise en marché du phoque a été créé dans le but de faire le marketing générique des produits de la peau de phoque, avec la vision d'éventuellement développer une expertise au-delà du commerce de la fourrure. Les trois partenaires du Groupe croient que le développement responsable et l'approvisionnement de produits de qualité naturelle garantissent la longévité et la prospérité de toutes les parties prenantes de l'industrie.

Les occasions actuelles et grandissantes qu'offrent les marchés nationaux et internationaux de la nutraceutique, des aliments et des industries biomédicales sont continuellement identifiées par le groupe. Grâce au soutien continu et à la collaboration de divers paliers gouvernementaux fédéraux et provinciaux tant au Canada qu'en Norvège, le grand succès connu à ce jour devrait pouvoir se poursuivre dans l'avenir.



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Pour de plus amples informations, communiquez avec :

Marie-Claude Roy, conseillère

Massy-Forget relations publiques

514 842-2455, poste 21

[Mcroy@mfrp.com](mailto:Mcroy@mfrp.com)





## NEWS LETTER

Canadian SEAL Marketing Group held their first SEAL marketing seminar and workshop in Tianya Building, Yabalou April 27-29th 2010. Canadian SEAL Marketing Group (CSMG) consists of three Canadian companies, ie; NUTAN FURS INC., GC RIEBER CARINO LTD. and TAMASU. CSMG are supported by the Canadian and Norwegian government, as well as the local government of Quebec and Newfoundland. The Canadian Embassy attended the seminar, and the official representative gave the participants a welcoming speech on behalf of the Canadian Government.

The three companies within the CSMG covers a product range including seal skins, seal meat and seal oil. It is their 3<sup>rd</sup> representation in China, the first one being the Beijing Fur Fair where the SEAL collection was presented at the Gala Show. Canadian Minister of Fisheries and Oceans watched the show together with a crowd of 1500 guests.

During the seminar, presidents of the individual companies within CSMG gave an introduction of various topics including basic information about the seal herd, now exceeding 6,9 million animals, information of the Canadian SEAL history and culture, as well as of the important role that SEAL play in the Northern Canadian Region in terms of economy and way of life. New techniques of adding value to the product was also introduced, incl. laser printing, dyeing and embossing. Following this, International renowned designer, BENTE ANDERSEN introduced a variety of ways to design different seal garments both for men and women. Other areas where SEAL can be utilized, such as bags, shoes, boots, furniture as well as decorative pieces was also presented. Techniques of how to cut, sew, glue etc. was presented by the nationally recognized furrier ANDREA PFITZER.

The SEAL seminar was both informative and practical, leaving the participants with a good impression of this source of raw material. It attracted close to 50 participants from various areas, incl. Suifenhe, Changchun, Suning, Liushi, Daying, Xinji and Hangzhou. In addition manufacturers from the Beijing Yabaolu market attended together with retail shops from Beijing Financial district. There is a strong enthusiasm for SEAL, something that was obvious during the presentations, with participants filming and casually making notes. A lot of questions was asked from the participants and there was a high degree of interaction between the experts and the group. Canadian SEAL Marketing Group awarded the participants with SEAL Certificates after this three-day intensive studies.