

Direct Entry to CIIE(V) Embracing the 3rd CIIE

The China International Import Expo(CIIE) has become an important platform for Canadian companies to expand in the Chinese market. The BC exhibitors have achieved fruitful outcomes in the past two expos. This year, more than 20 BC exhibitors staged at the 3rd CIIE again with their new products, new technologies, new services as well as products with Canadian characteristics. Because of the limitation of space, this paper only provided details of some representative companies.

XYPEX Chemical Corporation



This year marks XYPEX Chemical Company's third-time participation in the China International Import Expo and its booth area doubled last year. We brought to the public our unique construction materials that can prevent seepage, pollution, corrosion, and improve concrete structures. XYPEX concrete chemical waterproofing additive overturns the traditional waterproof concept and method. This new waterproof material is called "waterproof without waterproofing". Xypex Chemical Corporation was recognized as one of the Architectural Industry's Best Manufacturers in 2003.

XYPEX new material has excellent self-repair functions for concrete alkali aggregate reaction, oxidation, carbonization, chloride ion, freeze-thaw, neutralization cracks, corrosion of harmful substances, and other stubborn diseases. It also has high economic efficiency. In addition to greatly extending the life of the building and saving costs, it can also reduce the maintenance costs in the later period. The comprehensive economic efficiency is much better than traditional waterproof materials.

During the CIIE, Xypex's high-tech products attract the attention of a large number of peers, buyers and partners, and our participation has achieved fruitful results. We had fruitful negotiations with many domestic companies, signed a cooperation framework agreement, and confirmed strategic partnerships and large-scale project supply agreements. XYPEX (Cyperex) Chemical Company has strengthened its confidence in the Chinese market and will definitely bring safer and better products and services to the Chinese market. Xypex expresses its willingness to continue to participate next year's CIIE in China.



Air Nutri Solution Inc.

As a highly innovative high-tech company, Air Nutri Solution Inc. focuses on the research, development, and commercialization of the charged particle and life sciences. Boasting a scientific research team consisting of scientists coming from Canada, the United States and China, it has showcased continuous R&D capabilities. Air Nutri has achieved disruptive breakthroughs in the generation of air charged particle and vibration frequency tuning, and has grasped two globally cutting-edge disrupting core technologies, including NAI chip (module) of charged particle and tuning module of the waves of charged particle.

Air Nutri has brought to 2020 China International Import Expo (CIIE) a series of products that have been developed based on its basic core technologies:

Nutrisleep 6 Slow-wave Sleep Machine:

It's the first time that air charged particle fluctuations (resonance) is discovered and successfully applied to interfere with brain waves, thereby creating a sleep micro-environment that resonates with the human brain, triggers spontaneous slow waves of the human brain and achieve a steady state of slow-wave sleep. It fundamentally improves the quality of sleep, especially for people with insomnia and poor sleep quality, and it provides non-injury, non-medical, non-drug, and non-invasive sleep solutions for people with sleep disorders. The mechanism and working principle of Nutrisleep 6 Slow-wave Sleep Machine are at the international leading level. Its core technologies have been patented in China, Canada and the United States, and related parameters have been tested and verified by the National Research Council of Canada (NRC).

ANS-S300 Schumann Wave Forest Rehabilitation Machine

The machine creates a dominant microenvironment with charged particle that are beneficial to physical and mental health, and uses the air charged particle waves-Schumann waves to activate self-repair or healing functions so as to harmonize physical and mental health.

AirNutri 300i Dynamic Air Infection Source Prevention Machine

Leveraging the platforms of the Third China International Import Expo, this product was first released to the world. This protective machine is the first of its kind in the world and is the first time that humans have discovered and applied the physical properties of charged particle waves and this new photoelectric bioengineering technology to cope with the disinfection and control of infection sources such as viruses, bacteria, and microorganisms. Both its working principle and mechanism are at the international leading level. Based on the latest research results of biomedical engineering technology-charged particle waves and NAI chip integrated core key components, the Prevention machine utilizes the physical characteristics of charged particle to dynamically, indiscriminately and actively capture and kill viruses, bacteria and other sources of infection on the surface of objects and in the air, and form a safe, efficient, dynamic and invisible isolation and protection system between people, as well as between people and virus or bacterial infection sources. The virus, bacteria and other infection sources in the air and attached to stainless steel, plastic and other equipment are quickly inactivated (acting dynamically and continuously), and their transmission is hereby blocked from the source. It provides a brand-new and more effective solution for influenza prevention, in-hospital infection, and epidemic protection.



The products that keep pace with the times are very popular at the CIIE, and every day the booth was fully packed with visitors. Air Nutri has reached a cooperation with a Chinese strategic partner, the contract amount being as high as 1.8 billion Yuan, and the security deposit for the contract has been credited to the group's account. The overwhelming number of interviews by the national media have greatly improved the visibility of the company and its products.

In an interview with China News Service, the company's president Liu Yanbing said emotionally: "The CIIE serves as an excellent platform for new products, new technologies, and new services of high-tech companies like us. When we participated in the first CIIE, we rented only a standard booth of 9 square meters. During the second CIIE, our booth was increased to 36 square meters. And during this year's CIIE, our booth was 54 square meters. We have reserved a booth of 180 square meters for the fourth CIIE next year."





Herbaland Naturals Inc.

Established in 2009, Herbaland Naturals Inc. began by manufacturing gummy vitamin products for both children and adults. Today, Herbaland is Canada's largest nutritional gummies manufacturer and the leading brand of Canadian-made gummy vitamins, exporting products worldwide to over 40 countries and regions; the total exported quantity has exceeded over 50 million bottles in 2020, an increase of 10 million bottles compared to 2019.

At Herbaland, our mission is to make great gummy products that are both fun and functional. We dedicate to using only the best quality ingredients, minimizing our impact on the planet, and improving our community. Our Vision is to bring fun and functional nutrition global; to be a leader in the nutraceuticals industry; to lead the way to a healthy and sustainable future for our bodies, communities, and our planet.

The new product launch conference held by Herbaland Naturals Inc. at the China International Import Expo (CIIE) has received a lot of support in China locally and abroad. Douglas Bingeman, the Consul & Trade Commissioner of the Consulate General of Canada in Shanghai, and Mr. Wang Jinsheng, the representative of the Canada International Trade Promotion Society. It further strengthens the outstanding contributions of China-Canada economic and trade cooperation and China-Canada friendship.





CAC Natural Foods Inc.

CAC Natural Foods has now attended CIIE three times as the exclusive Chinese distributor of Canada's top health supplement company, Webber Naturals.

This year, CAC not only brought a comprehensive lineup of Webber Naturals products, but also CAC's own brand, Bright Naturals, manufactured by the Webber team but designed with the Chinese market in mind.

The CAC pavilion was a big hit at CIIE this year, as CAC staff demonstrated cross-border e-commerce sales of Webber products through their proprietary digital kiosks, revolutionizing how O2O (online-to-offline) sales might develop.

"We'll definitely be back for the 4th CIIE next year!" exclaims CAC's Founder, Mr. Hong Yang. He hopes that through CAC's growing network of digital kiosks across China, he can help even more Canadian brands and products gain exposure in the Chinese market.





Here comes the second highlights of the 3rd CIIE

CITPS has participated in the CIIE for three consecutive years as the exhibition organizer in the British Columbia. In addition, CITPS made a further attempt to organize a Canadian food and agriculture products joint pavilion to attend the expo while fighting against difficulties brought by the epidemic to participate in the expo and launched a booth named “a healthy diet comes from natural food—Canadian natural food and agriculture products”, with a total booth area of 171 square meters, being the largest booth among Canadian exhibitors.



AGS Foods Canada Ltd.

AGS Focus on the development, production and sales of Canadian specialty agricultural products. AGS has a number of manufacturing facilities in Vancouver, Canada, providing flaxseed oil, oatmeal crispy and meal replacements. The main product is cold pressed flaxseed oil.





Astron connect INC.

Astron, which has participated in the CIIE for three consecutive years, this year brought "Magic Water" -- a new product "Manna Spring Glacier Water". Its water was discovered in 1987 in a massive satellite telemetry mission conducted by the Canadian government and NASA. It is reported that the water comes from mountain snowmelt, through years of infiltration, resulting in five underground glacier springs to gather here into an underground lake. As far away from industrial and human pollution sources, the total dissolved solids (TDS) content of its raw water is less than 50ppm. In order to ensure zero pollution, manna Spring glacier water can be filled directly in the water source, and the enclosed automatic production from blowing bottle to packing can be completed within 4 hours, which has been authorized by the National Health Foundation of the United States.

Another brand of the company's bottled water, Sachiel Glacier Water, also from The Province of British Columbia, Canada, is recognized as one of the world's top three sources of gold water.



Canadian Pacific Algae Inc.

Located on the East Coast of Vancouver Island in the Strait of Georgia in British Columbia, Canada, Canadian Pacific Algae's facility spans 8 acres of pristine land adjacent to ocean where hundreds of fresh water creeks flow into the Strait of Georgia. These fresh water sources provide the ocean with many nutrients that create a unique one-of-a-kind body of water that supports high marine phytoplankton diversity.

Canadian Pacific Algae has been manufacturing all-natural renewable and sustainable MULTI-SPECIES marine phytoplankton since 2009. Canadian Pacific Algae holds several Canadian and U.S. patents, and licenses from Health Canada and the Canadian Food Inspection Agency.

Canadian Pacific Algae (CPA) is an international supplier of 100% pure all-natural sustainable multi-species marine phytoplankton. Production of our premier marine phytoplankton products including sea salt, supplement and soil fertilizer is achieved using a patented process of pure ocean water and natural sunlight. Its food consumption products and fertilizer products are issued with organic certification in Canada and USA. Besides, all the products under CPA hold Natural Product Numbers with Health Canada claimed as safe and effective products.





Heinle Vineyards Estate Winery

Good news kept coming from the CIIE, there were also a flood of visitors and contract signing. Major mainstream media, including China.org.cn, People's Daily, China Radio International and CCTV's Extraordinary Artisan program, interviewed Heinler to introduce Canadian ice wine and organic wine cultures, attracting many guests to experience the charm of winery in the birthplace of the first ice wine in North America. The leaders of the Canadian Consulate General in Shanghai and Canada International Trade Promotion Society came to the booth to support the exhibitors, making the booth of Heinlein one of the most popular, lively and busy booths among the joint booth!



In addition, there are also the following companies participating in the joint exhibition, each with its own features and highlights, have attracted the attention of many Chinese consumers:

- Jayland Naturals Canada Ltd.
- Pacific Maple Enterprise Group Ltd.
- Royal Classical Agriculture Ltd.
- Grand Ocean International Trading Ltd.
- Canada Red Maple International Group Ltd.



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