

Strengthening Alberta's market presence in Southeast Asia

May 29, 2025 [Media inquiries](#)

Minister of Agriculture and Irrigation RJ Sigurdson will travel to Southeast Asia to promote Alberta as a reliable supplier of agriculture products.

Given the uncertainty surrounding trade in North America and the potential implications of costly tariffs, diversifying Alberta's international markets is more important than ever. During this mission, Minister Sigurdson will strengthen relationships with Vietnam and the Philippines to increase trade and investment opportunities. This will directly benefit Alberta producers and processors, improving international connections for the province and opening new markets for Alberta agriculture and food products.

“Expanding on our relationships with international partners is an important step towards the diversification of our agricultural markets. Establishing a strong presence in Southeast Asian markets during this groundbreaking mission will help ensure the long-term success of Alberta's economy and agri-food sector.”

RJ Sigurdson, Minister of Agriculture and Irrigation

The mission is part of Alberta's overall plan to position the province as a reliable trade partner and attractive market for investors across the globe.

During his visit, Minister Sigurdson will meet with Philippine and Vietnamese agri-businesses, officials and investors to strengthen ties, promote Alberta's agri-food exports and boost trade and investment opportunities. He will also meet with

prospective buyers to reaffirm Alberta as a consistent supplier of high-quality agriculture and agri-food products to Southeast Asia.

The Alberta government is committed to working with its national and international partners to advance shared interests that can lead to new opportunities for agri-businesses in Alberta and around the world.

The Minister will travel with two staff members. Mission expenses will be posted on the [travel and expense disclosure](#) page.

Quick facts

- In 2024, Vietnam and the Philippines ranked as the second- and third-largest Southeast Asian markets for Alberta's agriculture and agri-food exports.
- That year, exports to Vietnam were valued at \$165.4 million and exports to the Philippines were valued at \$91.9 million.
 - Major products exported to Vietnam included beef, wheat, feeds of vegetable origin, pork, other crude animal products and processed potatoes.
 - Major exports to the Philippines included wheat, pork, prepared animal feeds, beef and other meats.
- The Philippines and Vietnam have populations of more than 110 million and 101 million, respectively.
- Growing populations, combined with rapid urbanization and rising incomes, are driving increased demand for sustainably produced high-quality food in Southeast Asia. This presents opportunities for Alberta's agriculture and food products.
- Canada and the Philippines are currently exploring a potential free trade agreement that could strengthen trade relations and offer Alberta more opportunities to expand its presence in the Philippine market.
- Both Canada and Vietnam are members of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), facilitating trade through reduced tariffs and improved market access.

Itinerary for Minister Sigurdson

- May 30 -
May 31
 - Travel to Ho Chi Minh City, Vietnam
- June 1
 - Rest day
- June 2
 - Meet with Consulate of Canada and Agri-food Trade Commissioner
 - Meet with government leaders in Ho Chi Minh City
 - Meet with key Vietnamese animal feed and livestock industry leaders
 - Meet with Vietnamese flour milling company and tour its facility
- June 3
 - Meet with Vietnamese food processor
 - Meet with meat processor
 - Attend Canada Beef retail promotion
 - Attend Canada Beef networking event
- June 4
 - Meet with key Vietnamese investors in consumer-packaged food products
 - Travel to Manila, Philippines
- June 5
 - Meet with Embassy of Canada to Philippines and Canada's Indo-Pacific Agriculture and Agri-Food Office
 - Meet with Philippines national feed millers' organization
 - Meet with Philippine leading fast-food investor
 - Meet with a leading provider of animal nutrition in Southeast Asia
 - Meet with Philippine investor in meat processing and ready to eat meals
- June 6
 - Meet with Philippine food manufacturer and distributor
 - Meet with Philippine food and beverage company
 - Attend an Alberta profiling event with Philippine food influencers and writers
 - Meet with a Philippine leading food and beverage company
- June 7
 - Supermarket tour of Albertan and Canadian products
 - Attend Alberta-beef focused promotional event
- June 8
 - Travel back to Alberta

*Subject to change.

Media inquiries

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