

# CANADA IS LOOKING FOR NEW BRANDS!

## FDFA BRAND DISCOVERY PROGRAM REQUEST FOR SUBMISSIONS



### About FDFA

The Frontier Duty Free Association promotes the development of Canada's land border Duty Free industry which fosters a highly competitive market that is vibrant, creative, progressive and best in class among duty free retailers around the world. The 32 land border shops are locally owned and operated private businesses.

### The Program

To source new competitive products globally for our member stores, the FDFA has developed a *Brand Discovery Program*. The program will enable interested companies to introduce their brands to Canada's border stores and assess interest without a substantial investment. Category buyers from across Canada will participate and determine if your products are well suited for their respective stores, fostering brand growth.

### Submissions

- **Digital:** company/product information listed on the FDFA Buyer's Forum for 1 year. The Buyer's Forum is a digital platform accessed by Canada's duty free buyers, showcasing your company and product information, including, videos product guides, pricing etc.
- **Live Virtual:** some companies may be asked to present via video conference. This includes a 45 minute presentation and Q&A, facilitated by the FDFA, with category buyers from across Canada. A digital package containing your company profile and brand information will be shared with buyers in advance.

### Process

1. Return the included application to [brands@fdfa.ca](mailto:brands@fdfa.ca).
2. FDFA will then share requirements for brand submissions.
3. Once received, your presentation will be made available on the FDFA Buyer's Forum.
4. Should a duty free store be interested in your products, they will contact you directly.
5. Once products are ordered, you may be eligible for membership.

### FDFA Membership

To qualify for membership, you must first be selling your products or services to Canada's duty free shops.

- Primary membership benefits include:
  - Contact List for member stores and their category buyers,
  - Email announcement introducing your company and products to the buyers,
  - Opportunity to participate in FDFA events,
  - Access to the FDFA's member's only website and membership directory,
  - Partnering with the FDFA and stores to address business challenges and opportunities.

# FDFA BRAND DISCOVERY PROGRAM APPLICATION



<b>Company Name</b>	
<b>Company Address</b>	
<b>Website</b>	
<b>Contact Name</b>	
<b>Phone / Email</b>	
<b>Tell us about your company</b>	
<b>Tell us briefly about your products</b>	
<b>Savings versus US and CDN domestic pricing</b>	
<b>Logistics, lead times and terms</b>	

**Digital:** includes company and product information listed on the FDFA Buyer's Forum for 1 year.  
Cost \$250 USD

**Virtual:** acceptance will be determined by the buyer's evaluation of the above mentioned digital submissions – fee to be discussed.

I am also interested in giving a live-virtual presentation to Canada's duty free buyers.

**\*\*\*Include your Duty Free price list indicating currency\*\*\***