



## **State Embarking on Trade Mission to France**

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**Trade officials are lining up businesses to head to France in October to promote Maine's food and tourism industries, as well as the state's renewable energy efforts.**

Maine officials and business representatives plan to embark on a trade mission to France in October. Gov. John Baldacci's office says the Maine International Trade Center has begun recruiting for the mission, scheduled for October 2 through 6 in Paris.

The mission aims to showcase Maine food and tourism destinations, as well as the state's renewable energy and advanced material industries, state officials say.

Maine's culinary offerings, such as lobster, seafood, blueberries and specialty foods and beverages, will be highlighted. "France is our sixth largest market, purchasing over \$64 million of Maine products a year," says Janine Bisailon-Cary, President of the Maine International Trade Center, in a statement. "This will be an opportunity for Maine companies to meet with French import-distributors, tour operators and potential partners."

France is also the Maine's third largest market for international tourists, state officials say. The mission will also include one-on-one meetings with potential buyers, networking receptions and other events.