



ATLANTIC TRADING CORPORATION

IMPORT EXPORT

Opportunities

Atlantic Trading Corporation Inc. (ATC) mission is to promote Newfoundland and Canadian product to markets in Middle East and Asia. ATC is offering local and national companies the opportunity to expand to international market. ATC will provide market research and help in establishing connection and networks in foreign market. The mission and objective of ATC is provide businesses a complete import/export consultation and brokerage services including purchase contracts, and shipping and delivery scheduling.

About ATC

ATC is a brokerage firm that promotes and facilitates import-export relation between local/national Canadian businesses and international market. ATC bought together by a highly respected group of individuals who are not only well versed in foreign trades but also have well developed connections and networking in various countries around the globe.

Previous endeavors:

2017:

ATC hosted a successful Seafood Tasting and Information Session in Doha-Qatar on 22nd of November 2017. The event was held in *La Zurd Hall* at the Ezdan Hotel and featured representatives across Qatar's food industry. Among the attendees were executive chefs and seafood distributors from 5 and 7-star hotels in Doha. Also in attendance was Trade Commissioner Mohammad Salhi. Ezdan Hotel Chef Reinnier prepared Canadian codfish from Newfoundland & Labrador for the invited guests as part of the campaign. The campaign aims to network with key individuals in Qatar's food distribution sector to gauge interest for Canadian seafood products in markets overseas.



From left to right: Doug Power, President of ATC, Adrian Norfolk, Canadian Ambassador to the State of Qatar, and Ahmed Al Sharbak (a local entrepreneur).



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ATC's director Doug Power addresses invited guests at the Ezdan Hotel in Doha.



Ezdan Hotel Chef Reinnier prepares Seafood for the invited guests.



2018:

ATC's one of the primary goals in 2018 was to strengthening a firm network with Qatari distributors and groups with government affiliation.

Gulf Times
Monday, July 23, 2018

QATAR

Canadian firm looks to help address Qatar's food security needs

By Peter Alagoo
Economic Reporter

A Canadian firm is looking to establish factories and manufacturing facilities in Qatar that will help boost the country's efforts towards achieving self-sufficiency and food security.

White Rock International, which has a communication and management consulting office in Qatar, aims to bring in viable economic development projects in the fields of agriculture and vertical farming, aquaculture and land-based salmon, and seafood products and seal oil protein, including a host of confectionery items.

"The impact of these projects is twofold because they are strong for Qatar's economy as well as Canada's economy as it increases our output in manufacturing," White Rock International president Douglas Power told Gulf Times in an interview.

"And the secondary processing area is bringing in the raw material because one of the focus areas here is the 'Made in Qatar' trademark, so we want to bring in factories to Qatar in some key areas that have to do with food security. The projects and the technology in aquaculture would be 100% land-based," he added.

Power said White Rock is also aiming to bring technology in



From left, Douglas Power, councillor (commercial) and senior trade commissioner John Rodney of the Canadian embassy in Doha and White Rock International managing director Fawaz Hadi after a meeting in Doha. PICTURE: Ram Chand

vertical farming that utilizes not just hydroponics but also special LED lights and special cubes that allow farmers to grow specific brands or types of vegetables.

"Because every vegetable has its own requirements for its growth, so trying to grow everything under one roof is not sufficient in the plant biology; it

needs to be in cubes, so we have a cubing and stacking system that's more efficient than anything else that's out in the market now," Power explained.

He added, "These are the focus areas but we're also looking to bring in food items into Qatar such as premium cod fish from Pogo Island in Newfoundland,

Canada, and other products such as beef, grain and various raw materials so that they could do secondary processing here.

"Instead of the traditional import of singular products, we want to increase the economic development in Qatar, so these are all viable and sustainable projects that can address

the current issues here but at the same time also expand our own economic development in Canada."

Aside from food security, White Rock plans to bring in projects related to oil and gas, immigration consulting, mining, forestry and wood products, and hydrograted water technology systems, which infuse hydrogen in water for health benefits.

"Because of the advancements in Canada's oil and gas industry, we also want to bring new innovative technologies to upgrade bitumen and heavy oil. We have the technology that currently does not exist anywhere else in the world except in Canada," said Power, who is set to meet with major players in Qatar's oil and gas sector.

He also recently held a meeting with the Canadian embassy in Doha to discuss plans to bring Canadian government officials and business delegations to Qatar in the future.

"Our office in Qatar is working to organize and facilitate bringing in delegations from the Canadian province of Newfoundland and Labrador: our government officials and representatives via- via our premier and cabinet ministers who can address and focus on the areas that are requested in Qatar. We also aim to accomplish this in conjunction with our trading company in Canada, Atlantic Trading Corporation," he said.

DIFI and QNRF award grants for research proposals

Doha International Family Institute (DIFI) and Qatar National Research Fund (QNRF), both members of Qatar Foundation (QF), have awarded grants to three research proposals that address emerging issues affecting the well-being of the Arab family, under their jointly funded OSRA grant programmes.

The awarded proposals came from Doha Institute for Graduate Studies, Qatar University and Birzeit University in Palestine, and are the most recent projects to be supported through OSRA, which means "family" in Arabic and is designed to encourage research which can be used to develop a knowledge base on the Arab family.

The grant, which is in its third cycle, aims to encourage research that contributes to the development of evidence-based policies and programmes on family cohesion, families at risk, and parent-child, and to compile and unify the work of researchers studying and addressing challenges currently facing Arab families across the region.

Specific research priority areas under the third cycle of OSRA included family relationships; patterns of marriage formation; marriage and immigration; social and individual risk factors associated with divorce; and parent-child relationships within Arab families in the context of wars and conflicts, poverty and economic stress, disabilities, domestic violence and internal displacement.

The cycle also supported research on parenting styles and practices; parenting and child well-being; father involvement; motherhood; fatherhood; delayed parenthood; transition to parenthood; responsible parenting; and family-related social policies.

The call for proposals, launched in December 2017, generated interest from local, regional, and international academic research institutions, with 18 proposals being submitted and subsequently undergoing a highly-competitive review process.

Noor al-Mallik al-Jahani, executive director of DIFI, said: "Through this unique grant, we are enabling research on Arab families and creating an environment where the combined thrust of research theories and practices will offer us a first-hand look into some of the pressing family issues we see in the region today, in turn helping us to come up with more realistic solutions."

Dr Abdul Sattar al-Tajid, executive director of QNRF, added: "QNRF's collaboration with DIFI continues to build on the success of the previous cycles of OSRA. The outcomes of the past and present research projects supported by this funding initiative have enabled, and will continue to enable, policymakers at DIFI to better understand and address the growing challenges facing families in the Arab world and initiate an in-depth discussion on pressing issues related to Arab families."

Meeting with the Trade Commissionaire, John Rodney at the Canadian Embassy in Qatar featuring in Gulf Times, a leading newspaper in Qatar, Page 3

Highlight: "...we're also looking to bring in food items into Qatar such as premium cod fish from Newfoundland..."



John Rodney, Trade Commissionaire



Mr. Power & Mr. Hadi with Gulf Times Reporter



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Meeting with the Trade Commissionaire, John Rodney at the Canadian Embassy in Qatar



Meeting with Sheikh and his team at his office in Mirqab mall, Qatar.



Mr. Doug Power & Mr. Fawaz Hadi at Sheikh Mall



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2019:

A Canadian bridge to Qatar:

ATC took part in AGRITEQ 2019 exhibition in 2019 and represented few Canadian companies in Qatar to help to them establish connections and networking with Qatari distributing companies.

