



## PRESS RELEASE

### **Registration for the 2024 CPMA Annual Convention and Trade Show and the International Sustainability Summit is now open**

January 9, 2024 (Ottawa, ON) – Online registration for the **2024 CPMA Annual Convention and Trade Show (CPMA 2024)** and the **International Sustainability Summit** which will be held in **Vancouver, British Columbia**, is open.

CPMA's Annual Trade Show is Canada's largest event dedicated to the fresh fruits and vegetable industry. This year's show will take place **April 23-25** at the **Vancouver Convention Centre** and will feature **over 600 booths** representing more than **270 companies** from around the world including, major growers, importers and exporters, and more.

Attendees who register as full delegates have access to activities that offer unique opportunities to enrich their industry knowledge and grow their business in Canada. These include the trade show floor, business sessions, and social events such as the Chair's Welcome Reception, CPMA's After Party, Awards Brunch, Delegate Breakfast and Lunch, and the Annual Banquet.

"We are looking forward to welcoming produce industry professionals to Vancouver for CPMA 2024," said Brian Faulkner, Chair of the CPMA 2024 Organizing Committee. "CPMA's Annual Convention and Trade Show offers produce professionals a unique environment to showcase their products and services while strengthening their business relationships in Canada in a comfortable, friendly, and familiar atmosphere."

Following, CPMA's Annual Convention and Trade Show, CPMA, in partnership with the International Federation for Produce Standards and the Global Coalition of Fresh Produce will host the [International Sustainability Summit](#) on **Friday, April 26, at the Fairmont Waterfront Hotel.**

This one-day event will feature speakers from across the globe who will set the stage for interactive discussions on a standardized approach to sustainability implementation and reporting for the global fresh produce industry.

"Our Annual Convention and Trade Show attracts attendees from across the globe," said CPMA President Ron Lemaire. "This year, we are bringing together this international audience to not only enhance their skills and expand their professional network within the Canadian marketplace but to also engage them in discussions that advance sustainability, an important issue that impacts our industry worldwide."

Industry members can register as full delegates for CPMA 2024 and benefit from **early bird registration rates until March 1<sup>st</sup>**. A CPMA 2024 full delegate pass also offers a \$100 discount when registering for the International Sustainability Summit.

To register and reserve accommodation for these events, visit the CPMA [Convention website](#).

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**About the Canadian Produce Marketing Association**

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.