

BACKGROUND

Newrest is a \$400 million catering company based in France with operations in 32 countries with 12,000 employees. They were referred to Calgary Economic Development (CED) through the Canadian Trade Commissioners office in Paris.

BUSINESS NEED/OPPORTUNITY

Newrest was interested in expanding their Canadian presence from their sole base in Montreal. They saw opportunities to compete not only in the in-flight business in Calgary but also in labour camp catering in the oil sands and northern Canada.

Newrest needed to have immediate access to airplanes while they were at the gate to load meals for passengers. A leased 'airside' location - in this case on the western edge of the runways near the aggregators: Fedex, Purolator etc. was the preferred location.

GOAL/OBJECTIVES

The goal was to present several satisfactory leased space options and support the client site selection and market research functions.

TESTIMONIAL

"Thank you for helping us to discover all that Calgary and Alberta has to offer. Our meetings at the airport went well and thanks to your assistance we look forward to opening our new location in March 2010".

- Pierre BRUGERE, Directeur Générale, France-Canda-Polynésie



STRATEGY & IMPLEMENTATION

Due to the relatively small size of the transaction, the RFI protocols are such that we were able to work directly with several brokers who had listings of the appropriate spaces.

CED and local Foreign Affairs and International Trade (DFAIT) staff hosted breakfasts with the client and accompanied the two Newrest executives, including the CEO, on the tours and post tour de-briefings. DFAIT contributed the research requested about work camp operators and CED researched various green programmes available for the kitchen project.

OUTCOMES

Newrest has leased 13,000 square feet of airside space at the airport and expect to be open in March 2010.

CONTACT DETAILS

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