

Japanese supermarkets promote Canadian food

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bluefin tuna from Nova Scotia. It was sold to eager consumers to be eaten raw as sushi or sashimi — Japanese delicacies.

In his remarks, Ambassador Steers thanked Seiyu for its contribution to the "excellent growth" of Canadian exports of meat, fish, processed food and beverages to Japan. He noted that, in the first eight months of last year, Canadian exports of these three categories to Japan increased a "remarkable" \$143 million — or 53 per cent over the same period in 1985.

In fact, for the same period, total Canadian exports of all foodstuffs to Japan totalled \$1.1 billion, an increase of \$46 million over the same period in 1985.

Information on Japan's Annual Canada Food Fair or on the export of Canadian food and beverage products to that country is available from Ruth E. Zeisler at External Affairs' Japan Trade Development Division (PNTJ), tel: (613) 995-8606; or call Info Export. ★

Don't wait till spring

Canadian companies wishing to participate with brochures or small samples in the upcoming Leipzig Spring Fair (see our Vol. 4 No. 20, p. 4) should send them by Feb. 13 to Michael Wondergem, Marketing Promotion Europe Division (RWTF), Department of External Affairs, 125 Sussex Dr., Ottawa, Ont. K1A 0G2. Tel: (613) 996-4547.

Defence show slated for Ottawa

Ottawa — Weapons systems and military equipment are becoming increasingly complex and sophisticated. Training military personnel to use them to maximum advantage has never been more crucially important.

Because of this, training simulation technology has become one of the most significant segments of the defence market.

It is also the focus of ARMX '87, the third Canadian Defence Exhibition, which will take place in Ottawa's Lansdowne Park, June 3-5.

ARMX offers the manufacturer of air, land or sea defence systems an opportunity to display products to National Defence personnel, Canadian Armed Forces commanders and personnel and to Department of Supply and Services buyers. In addition, buyers and representatives from the United States and all NATO nations will be on hand. Attendance is by invitation only.

ARMX '85, the second exhibition in the series, attracted 161 Canadian companies and 90 firms from abroad. Attendance topped the 10,000 mark, and it is expected by organizers that this year's version will exceed these totals.

While the exhibition highlights training simulation technology, all manufacturers and

Fair with flair a technical treat in this Central European country

Budapest — Want to make further inroads into the Eastern European market?

Then here's your chance to participate with External Affairs in one of the best-organized technical fairs in this gateway city to Central Europe, this spring.

The May 20-28 Budapest International Fair

Budapest International Fair

(BNV 87-Spring) is expected to attract more than 2,000 exhibitors from 35 countries and close to 400,000 technical experts and visitors.

Main product categories to be exhibited at the show include electronics and electric engineering, mining, metal processing, mechanical engineering, chemical industry and vehicles industry.

Other displays will range from precision instruments to optics, acoustics, filming, plastics and rubber industry, material handling, packaging and distribution, building industry, water management and environmental protection, and biotechnology.

This will be Canada's sixth consecutive — and second full-fledged — participation in the show which last year netted the five Canadian participants \$1.5 million in on-site sales, with another \$8-10 million worth of orders expected to follow.

Hungary is generally considered the Eastern European country most likely to expand trade

with the West, as demonstrated by the increasing number of foreign companies taking part in last year's show — organizers indicate the event could have been 30 per cent larger were it not for a lack of available space.

This tremendous interest in the show reflects the return to the Hungarian market of suppliers from all major Western trading nations in recognition of Hungary's efforts to improve its economy through the adoption of modern production techniques.

For more information on the show or details on how to participate, contact Michael Wondergem at External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or call Info Export. ★

Nets cast to catch fishing exhibitors at home and abroad

Halifax — As coal is to Newcastle, fishing is to Nova Scotia.

That's why it's most appropriate that the first International Fishing Equipment Exposition (IFEEX) is scheduled for Halifax, the province's capital city, Sept. 10-13.

To be held at Exhibition Park, IFEEX, say organizers, is shaping up as the major industry event of 1987, with visitors and exhibitors expected from across Canada, the United States and from around the world.

The Exposition will attract manufacturers and suppliers of deep-sea fishing equipment, fish processing and harvesting equipment, radar, sonar, depth meters, automatic pilots, hydraulic systems and computers.

Also on hand will be manufacturers of such diverse products as fishhooks, lures, lines and nets; suppliers of powerblocks, propellers and ropes; and manufacturers of rudders, boats, winches and buoys.

The very nature of the industry, organizers are confident, is bound to attract interested worldwide buyers.

In terms of product value, they note, Canada is the world's largest exporter of fish, making fish harvesting and processing a billion-dollar-a-year industry.

Eastern Canada alone boasts some 450 fish processing establishments, more than 50,000 fishermen, and some 30,000 registered vessels — all of which means the industry has had to keep abreast of the latest developments in fishing equipment and techniques.

As IFEEX organizers concede, there are net profits to be made in the fishing equipment sector — profits that could go to those attending IFEEX.

For further information on the Exposition or details on how to participate, contact DENEX GROUP INC., 100 Ilsey Ave., Unit N, Dartmouth, N.S., B3B 1L3. Tel: (902) 465-4999. Telex: 019-31739. ★