

held by Canadian manufacturers; the level of demand for the products in the fair's market area; the expected cost-benefit ratio of sales resulting per dollar invested; and the priority attached to the fair's target markets and products being promoted as determined through extensive consultation with industry, Canadian trade commissioners abroad, our regional offices and the provinces. This booklet includes three types of government-sponsored activities: **National Stands (NS)** which are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area; **Core Area Stands (CA)** at which the government's involvement is limited to a lounge and office funded by EAITC surrounded by booths of individual companies participating on their own or under industry-initiated PEMD; and **Information Booths (IB)** at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures. The tentative trade fairs in Western Europe where Canada will participate between April 1990 and March 1991, are described in chronological order by product sector. An alphabetical listing of shows appears at the end of the booklet for your convenience.