

*Fashion/Home Decoration***Brussels Facility Opens Trade Doors**

Canadian manufacturers passing through Brussels should drop in at the Brussels International Trade Mart (BITM), Europe's largest permanent exhibition center dedicated to fashion and home decoration industries.

Canadian innovators in these fields will find at the BITM 1,500 exhibitors and some 7,800 brand-names to which they could easily add theirs.

The exhibitors are manufacturers, wholesalers, agents and importers.

They rent showrooms on a permanent basis, giving them the opportunity to meet retailers and buying groups throughout the year.

In 1990, 620,000 professional buyers used the Trade Mart, recording sales of Cdn\$2.2 billion. Surveys show that 95 per cent of Belgium retailers in the two appropriate sectors place their orders at the BITM, which they visit 6 to 11 times a year. The BITM, open since 1975, is accessible only to the trade.

With 175,000 square meters of floor space, the Trade Mart has a considerable effect on the economy of both Brussels and Belgium. Each Monday, more than 5,000 retailers representing 2,300 outlets, invade the Trade Mart. "Special days" attract an average of 12,000 retailers.

The following industries are represented at the BITM: footwear, gift items, ready-to-wear (collection and stock) and accessories, home and office furniture, including stationery, toys and baby items, sports articles, leather goods, jewellery, watches and clocks and services.

For the distributor/exhibitor, the Trade Mart formula offers the possibilities of meeting directly the buyers and prospective buyers as well as the competition, on "home ground". Federations and professional groups are also represented at the BITM and are easy to meet.

For more information contact the BITM head office, Atomium-square, 1020 Brussels, Belgium. Tel. : 32-02-478 49 89; Fax : 32-02-478 62 58; Telex : 26 138 BITM B.

Or contact Francis P. Keymolen, Trade Commissioner, Canadian Embassy, Avenue de Tervuren 2, 1040 Brussels. Tel. : (02) 735 60 40; Fax : (02) 735 33 83.

Recruitment for Paris Food Show

Paris — External Affairs and International Trade Canada is inviting 35 Canadian companies to participate in its Core Area Stand at SIAL '92, an international food show being held here October 25-29.

Since participation is on a first-come, first-served basis, companies are advised to register their interest immediately.

A Core Area consists of an information booth, lounge, kitchen, storage room, meeting room, and fax room, around which is an allotted space for participants.

Persons interested in participating or wanting further details (cost, etc.), should contact Richard Parker, Trade Fairs and Missions, Europe Trade Development Division (RWTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Fax: (613) 995-6319.

Plastics Sector a Major Part of Belgian Industrial Exhibition

Brussels — Europlastica will be one of the best represented leading industrial sectors at Eurotech 92, a major industrial exhibition to be held May 5-9 in this Belgian city.

The exhibition will consist of new generation production equipment, machines for calendaring, compression, spread coating, expansion, extrusion, injection, blow-forming and rotation, and will show techniques for coating, heat forming and moulding.

Also prominent at Europlastica will be new materials, finished and semi-finished products.

Canadian plastics manufacturers will be interested in the excellent opportunities to meet potential cus-

tomers at the exhibition.

They will be able to talk with representatives of national and international professional organizations, and to familiarize themselves with the rules of standardization and the legislative changes accompanying European unification.

A biennial event, Eurotech was first held in 1986. In 1990, it received 1,087 exhibitors and 62,645 visitors.

Further information may be obtained from Francis P. Keymolen, Trade Commissioner, Embassy of Canada, avenue de Tervuren 2, 1040 Brussels. Tel.: (02) 735 60 40. Fax: (02) 735 33 83.