

The Canadian Construction, Environment and Information Technology Showcase

TRINIDAD and TOBAGO — December 3–4, 2001 — The Canadian High Commission in Port of Spain invites companies to participate in The Canadian Construction, Environment and Information Technology Showcase.

The twin-island Republic of Trinidad and Tobago is the most industrialized country in the Caribbean, a country rich in oil and gas resources as well as business opportunities. Canadian companies in construction/hardware, environmental products and services, and information/communications technologies (ICT) will find the showcase an ideal venue for marketing their products, services and technologies.

The exhibition may help Canadian construction and hardware companies wishing to pursue opportunities resulting from the Ministry of Housing's program to build 6,000 low-cost homes each year over the next five years. With the new Environmental Management Act, the Ministry of the Environment is undertaking many projects, including improved methods of disposing of the country's solid and environmental wastes. In addition, current deregulation of the country's telecommunications sector will provide new opportunities for the introduction of modern technology in the ICT sector.

For more information about registering or for information about the market potential for particular goods and services, contact Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port of Spain, Trinidad and Tobago, tel.: (1-868) 622-6232 ext. 3552, fax: (1-868) 628-2576, e-mail: ramesh.tiwari@dfait-maeci.gc.ca or Susan Howell, Trade Commissioner, Caribbean and Central America Division, DFAIT, tel.: (613) 943-8807, fax: (613) 943-8806, e-mail: susan.howell@dfait-maeci.gc.ca

The Canadian High Commission in Guyana is hosting a follow-on mini-trade show in Georgetown on December 6, 2001. For more information, contact Lyris Primo, Commercial Officer, Canadian High Commission, Guyana, tel.: (011-592-22) 72081, fax: (011-592-22) 58380, e-mail: lyris.primo@dfait-maeci.gc.ca *

U.K. Do-It-Yourself & Home Improvement Show

LONDON, U.K. — January 20-22, 2002 — Canada is set to build on its success in previous years at the Do-It-Yourself & Home Improvement Show. This is the premier trade show for Britain's do-it-yourself (DIY) industry, and an excellent venue for Canadian companies wanting to develop significant U.K. and European export business in this growing sector.

In 2001, the show enabled Canadian manufacturers to find U.K. distributors and also attract direct orders from major account buyers. Some seven Canadian SMEs exhibited together at a Canada Group national stand co-ordinated by the Canadian High Commission in London. Another 13 Canadian companies were represented at the show by their U.K. distributors, and the High Commission had its own booth.

Before and during the show, the High Commission gave extensive support to Canadian participants,

including a very successful networking reception and a detailed briefing on the latest developments in wood certification.

For 2002, a prime area has been set aside for Canadian exhibitors. In addition, the High Commission will offer the following free services:

- a half-day program of pre-show visits to selected U.K. chain store retailers;
- a marketing list of major U.K. chain store buyers for conducting targeted pre-show communications activities;
- a pre-show marketing campaign, including production of a special Canada Group brochure, to promote the Canada Group to all major U.K. DIY chain store buyers and selected major distributors/importers; and
- a pre-show press campaign to maximize U.K. industry press coverage of the Canada Group.

For more information, visit the show's Web site: www.diyshow.com or contact Anne Heath, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: ah@unilinkfairs.com Web site: www.unilinkfairs.com

For more information about opportunities in the DIY industry in the U.K., contact Carol Gould, Commercial Assistant, Canadian High Commission, London, tel.: (011-44-20) 7258-6673, fax: (011-44-20) 7258-6384, e-mail: carol.gould@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/london or www.infoexport.gc.ca/uk *



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