

TRADE FAIRS AROUND THE WORLD

Now Recruiting for Seafood Show

Tokyo — Companies wanting to take advantage of the openness and drastic changes occurring in the world's largest market for fisheries products *should reserve their space now* at the Canada National Pavilion which will be set up for the **Tokyo International Seafood Show** being held here June 13-15, 1995.

At last year's event some 10 Canadian companies from British Columbia and Atlantic Canada showcased their salmon, herring eggs, lobster products, and more.

They were among the 223 companies from 21 countries that exhibited before more than 13,000 buyers and agents. These Canadian firms already are well established on the Japanese market.

While they have close and often long-standing relations with their Japanese partners, they have continued to take an aggressive stance on the market, presenting their techniques and promoting their products, both new and old.

They know that person-to-person contact is needed to promote products and companies, obtain information from the source, and become real exporters rather than mere purveyors of fish products.

The Tokyo International Seafood Show is much more than simply a trade show. Your participation in it represents an investment for your company.

To reserve your space for the 1995 show or to obtain further information, contact G. Daniel Caron, Japan Trade Division, Foreign Affairs and International Trade, Ottawa. Fax: (613) 943-8286.

"Taste of Canada" in the Philippines

Manila — You are invited to participate in **A Taste of Canada** October 17-21, 1994, a sweeping promotion of Canadian food products in what will become one of the most dynamic markets for processed foods and beverages.

The promotion consists of exhibits in the major supermarket chains of Metro Manila (the Philippines' most influential consumer market), product exhibits at the prestigious Westin Philippines Plaza Hotel, and a food festival of distinctly Canadian dishes and food products at select Westin restaurants.

Supermarket Shows

Three of the Philippines' major supermarket chains will feature displays of Canadian food products currently available in the Manila market. Duty Free Philippines, one of the world's largest duty free stores and a trendsetter locally, will also boast special Canadian corners.

Food Fair

A special five-day exhibit at the Westin Philippines Plaza Hotel will spotlight Canadian companies new to the Philippines alongside those already doing business there. The first three days will be restricted to importers, distributors, hotel and restaurant food and beverage managers, supermarket buyers and others directly linked to purchasing decisions. The final two days will see the exhibit opened to the general public, highlighted by an International Bazaar where visitors will have the opportunity to purchase featured products.

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Restaurant Promotion

From October 17-30 selected restaurants at the Westin Philippines Plaza Hotel will play host to a culinary festival featuring Canadian dishes and food products such as Alberta beef, Pacific salmon and Atlantic lobster. A Canadian General Manager, an in-house Canadian Executive Chef and a Canadian Food and Beverage Manager head the Westin staff.

Your participation in **A Taste of Canada** will entitle you to a free display space for your products, special accommodation rates at the Westin Philippines Plaza, one-on-one meetings with importers and distributors, and inclusion of your company's name in Embassy releases.

In the words of the Counsellor (Commercial) in Manila: "After almost 30 years of experience in this business, I can sincerely say that this is an opportunity companies should not miss. The Philippines is really going to boom now. Some 65 million people with 20 years of pent up demand for things they see every day on T.V. will, I am convinced, make this a consumer marketers paradise in the next decade."

Contact Pamela Hay, Philippines Trade Desk, Department of Foreign Affairs and International Trade, Ottawa, tel.: (613) 995-7659; or Alan Dacanay, Commercial Officer, Canadian Embassy, Manila. Fax: 63-2-810-8839.