

**SECTOR:** Transportation Systems, Related Equipment  
**SUB-SECTOR:** RECREATIONAL AND WORKING BOATS AND ACCESSORIES

**Officer:** J.P. Petit  
991-9482

**EVENT:** IMTEC (International Marine Trade Exhibit and Convention ) Chicago, First week of October 92.

**PRODUCTS:** Recreational boats and marine accessories.

**TARGET:** Largest marine trade show in the world in terms of exhibits space and number of visitors.

**PARTICIPANTS:** 9-12 manufacturers, primarily new exporters or firms unfamiliar with IMTEC or marketing boats and marine accessories in the USA.

**EVENT:** The Fort Lauderdale International Boat Show.  
(October 29-November 2, 1992).

**PRODUCTS:** Recreational boats and marine accessories.

**TARGET:** Largest in-water boat show in the world.

**ATTENDANCE:** 800 exhibitors and 85,000 trade visitors, including distributors, dealers, retailers, distributors wholesalers and agents.

**PARTICIPANTS:** 15 -20 Canadian manufacturers of recreational boats and marine accessories, regrouped in a national stand.

**EVENT:** Incoming Buyers Mission to the Toronto International Boat Show, Toronto, Jan-10-19 1993.

**PRODUCTS:** Recreational Boats and marine accessories.

**TARGET:** Canada's largest recreational boat show, in 1991 attendance was of 100,000 visitors not including 5,000 trade visitors; in 1992 show was open to trade only on the first three weekday mornings.

**PARTICIPANTS:** 10-15 dealers and distributors.