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CANADEXPORT

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Canadian Tourism Theme At Work!

Thousands of travel agents kept coming into the Canada area and the other 308 exhibitors were envious.

What had happened to make Canada the most exciting of destinations and the winner of the coveted "Best Booth Award", offered by American Airlines?

The year before, Canadian participants to the Dallas 1993 consumer show had deplored that there was no distinctive identity to the Canadian booths, to separate them from the other 300 pipe and draped booths in the show.

Moreover, American Airlines' decision to shift the focus from a consumer show to a travel show, geared strictly for the travel agent community, was giving even more appeal to this idea of developing a uniquely "Canadian" look for 1994.

Hence, with its Canadian partners, the Tourism Division of our Canadian Consulate General in Dallas designed an area with a

unified theme, which would allow each of the 48 Canadian exhibitors to sell their own product while promoting themselves together as one "Canadian" destination.

The Canadian area was designed to reflect the beauty of the great outdoors with mountains, lakes, islands and rivers while capturing the ambience of attractions and cities. Wooden posts, totem poles and street lamps were utilized to hang signs to identify each of the participating Canadian partners.

The display was a huge draw for the travel agents, so much so that traffic in the Canada area far exceeded that of other exhibitors.

Ah, Summertime!

CANADEXPORT suspends publication for two issues during the summer months. The next issue will be published September 1, 1994.

Another very important feature of the American Airlines show was the ability of each Canadian partner to purchase seminar time during the three-day show, to increase the travel agents product knowledge of Canada. For the Consulate, the goal was to make Canada stand out from the other 50 - 60 seminars being offered.

Working with a Toronto-based company called Accucom, an inter-active "trivial pursuit" game on Canada was created. These seminars were well received by the travel agents, who were each awarded a certificate of achievement after successfully completing the unique 45-minute "course".

Far from resting on its laurels, the Tourism Section of the Consulate General is working on the Dallas 1995 travel trade, which promises to be even bigger. And American Airlines is planning a pre-show promotion to increase the attendance to 5000 - 8000 travel agents from across the USA.

To participate in the Canada "themed" area of the American Airlines Show in 1995, please contact Beth Cox, CTC, Travel Trade Officer at the CCG in Dallas, tel. 214-922-9806, for further information. (FAX: 214-922-9815)

New Labelling Requirements in Mexico

Mexico is in the process of formulating new labelling requirements for products offered at the retail and consumer levels.

Once formed, the new regulations were to be published, around mid-June of this year, in the *Diario Oficial* (the Mexican equivalent of the *Canada Gazette*) for public comment.

According to their rules, comments are accepted for up to 90 days, after which the Mexican government has 45 days to review and respond to the comments before final publication of the regu-

lations. The final regulations are expected to be phased in over a six-month period.

A summary of the proposed regulations follows:

1. Labelling must be in Spanish — prior to product entering Mexico. (Other languages are permitted on the label). This differs from previous procedures which allowed Spanish labels to be affixed — after landing product inside Mexican borders.

2. Labels for most generic products for sale at retail or consumer

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