

## Momentum Building for U.K.'s Largest Construction Show

**BIRMINGHAM, U.K.** — May 21-25, 2000 — Held every two years at the National Exhibition Center, **Interbuild** is the U.K.'s largest trade exhibition for the building and construction sector. In its 105th year, **Interbuild** will fill over 52,000 metres next year. This represents a significant growth over the 1997 show (the 1999 event was moved forward to next spring), a direct reflection of the upswing in the construction market in the U.K.

In 1997, **Interbuild** attracted over 90,000 visitors including contractors, subcontractors, manufacturers, suppliers, agents, distributors, merchants, private professionals, consultants and government officials. Exhibitors came from 24 countries, displaying the products of 1,450 manufacturers.

**Interbuild** is an all-encompassing trade-only fair with product-specific halls for: The Bathroom Show, incorporating Ceramic Tiles; Building Interiors and Flooring; The Electrical Show; The Domestic Heating and Plumbing Show; Doors, Windows and Facades; Structural Building; Total Lighting; Plant, Tools and Woodworking; Pipelines; Civil Engineering; and Building Services.

Canadian companies will be

spotlighted in a Canada Pavilion organized by **Unilink**, of Kingston, Ontario, and supported by the Canadian High Commission in London and Ontario **Exports Inc.** The pavilion will be located in Hall 4, the International Hall/Door Windows and Facades (featuring wood products). Participation includes a highly targeted pre-show direct mail publicity campaign and a reception for U.K. buyers hosted by the High Commission.

**To exhibit**, contact Canadian representative for **Interbuild**, Anne Heath, Unilink, tel.: **(613) 549-0404**, e-mail: [ah@unilinkfairs.com](mailto:ah@unilinkfairs.com)

**For further information** on **Interbuild** and opportunities in the British market, contact Jason Kee, Commercial Officer, Canadian High Commission, London, tel.: **(011-44-0) 20 7258 6664**, fax: **(011-44-0) 20 7258 6384**, e-mail: [jason.kee@dfait-maeci.gc.ca](mailto:jason.kee@dfait-maeci.gc.ca), internet: [www.infoexport.gc.ca/uk](http://www.infoexport.gc.ca/uk) \*



## Canadian Environmental Trade Officers Featured at Globe 2000

**VANCOUVER, BRITISH COLUMBIA** — March 22-24, 2000 — The Canadian Trade Commissioner Service (TCS) will be a major presence at **Globe 2000**, the sixth biennial conference and trade fair on developing the business of the environment.

Accompanied by foreign business representatives, TCS environmental trade officers from over 40 markets, will be on hand to meet with participants at this important event.

An added feature of **Globe 2000** will be Canada's Clean Development Mechanism and its Joint Implementation Office. These two displays will give visitors an inside look at how to turn climate change into viable business opportunities. Look for further details, including a complete list of the trade officers that will be attending **Globe 2000** and how you can meet with them, in a future issue of *CanadExport*.

**For more information**, contact Sherrill Owen, Department of Foreign Affairs and International Trade, tel.: **(613) 996-1758**. \*

### Market Reports

DFAIT's Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink **(613-944-4500)** or on the Internet at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

## Environmental Mission to Morocco Next Month

Canadian participants in a mission last November confirmed Morocco's tremendous need, as well as the potential market available to the Canadian environmental industry.

With this in mind, another Canadian environmental mission will visit Morocco February 21 to 23 (see *CanadExport*, December 1, p. 14).

Although recruitment is winding up, interested manufacturing companies are still welcome.

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