

Fairs and missions guide to South America

Canada's net exports to South America last year increased by 11 per cent over 1985 while those to Central America and the Caribbean showed a 5 per cent increase for the same period.

That increase is due, in part, to the participation by Canadian companies in trade fairs and missions organized by the Department of External Affairs.

And the program certainly is proving cost-effective, with officials noting that, for every dollar expended, almost \$100 is returned in one-year follow up export sales.

In this regard, the sectors having the greatest market potential — and showing the best return on the buck — are: mining equipment and services; telecommunications; transportation; and the agro-industry, including forest industry equipment and services.

This article lists some of the key trade fairs and missions in which External Affairs will be involved in the next year in Latin America and the Caribbean.

The events are highlighted chronologically and by industry sector. Dates and locations in some cases are tentative.

For more information or details on how to participate, contact Paul Schutte of External Affairs' Latin America and Caribbean Branch, tel: (613) 996-5358; or call Info Export.

General

- Expocomer '88 — Panama, March, 1988.

Agriculture-Food Products-Services

- Agro Expo'87 — Bogota, Colombia, July, 1987.

- Expointer'87 — Brazil, August, 1987.

- Fisa'87 — Santiago, Chile, November, 1987.

- Agricultural Buyers Mission from Peru, December, 1987.

- Manufactured Food Products Solo Show — Jamaica, January, 1988.

Communications-Informatics-Equipment-Services

- Telecommunications Mission from Latin America and Caribbean — July, 1987.

- Informatica'87 — Brazil, October, 1987.

Defence Programs-Products-Services

- Naval Equipment Mission from Brazil — June, 1987.

Electronics Equipment-Services

- Advanced Technology Mission to Brazil

— September, 1987.

Fisheries-Sea Products-Related Services

- Saltfish Mission from Brazil and Venezuela — July, 1987.

Grains-Oil Seeds

- Hybrid, Forage and Specialized Seeds Mission from Argentina — November, 1987.

Mining-Metals-Minerals-Products-Services

- Mining Equipment Mission from Latin America (Chile, Peru, Ecuador, Uruguay, Argentina, Mexico) — September, 1987.

- Mexican Mining Congress, Mexico — October, 1987.

- Copper'87 Mining Equipment Exhibition/Seminar, Vina del Mar, Chile — November 30-December 4, 1987.

Power-Energy Equipment-Services

- Electrical Equipment Mission to Venezuela and Brazil — September, 1987.

Transportation Systems-Equipment-Components-Services

- Rail and Urban Transit Mission from Mexico — November, 1987.

- Expomovil'87 — Panama, December, 1987.

- Automotive Parts Manufacturing Equipment Mission to Mexico — February, 1988.

Canada savors sales at food show



Want to trade? — Canada's High Commissioner to the UK, Roy McMurtry (apple in hand), and W.D. Hutton, Counsellor (Commercial), chat with Pat Wood, Secretary of the Wild Blueberry Association of North America, at IFE 87. The Association is headquartered in Fredericton, N.B.

London — World buyers at an international show held recently in this capital city sated their appetite for Canadian food and drink, with Canadian participants reporting sales of \$5-10 million.

The 5th International Food and Drink Exhibition (IFE'87), held Feb. 1-5 in London's Olympia, also saw Canadian exhibitors fielding more than 900 serious inquiries. Several firms appointed trade representatives, while others say appointments are pending.

This year's event, marking Canada's third official participation since 1983, saw Canada represented by 14 supply companies and associations from six provinces. They displayed products ranging from apples and frozen blueberries, to fresh and frozen seafood, to bottled and canned beer.

And the audience — a potentially lucrative market for Canadian exporters — was a selective lot, with the 50,000 trade visitors

representing governments and industry.

Not only was the number of visitors up 7,000 from the 1985 event, but the international scope of IFE'87 was greater than any previous show, with 1,300 companies participating from 51 countries — 30 of which took National Group stands.

Coverage of Canadian participation at IFE'87 was given an added boost at a reception hosted by James Taylor, Canada's Commercial Minister at Canada House. In addition to Canadian exhibitors and provincial trades people, the event attracted international trade representatives and some 250 members of the press.

Further information on IFE'87 or on any such future events is available from W.J. Curran of External Affairs' Food Products Division (TAN), tel: (613) 996-4207; or call Info Export. ★

Italy plugs into electronics world

Milan — The city is the centre of a booming market and, say trade officials, can represent the gateway for the import of a variety of Canadian goods and services into Italy.

Milan is also the home of the International Exhibition of Informatics, Telematics and Office Products (SMAU), Italy's major electronics show and one, say trade officials, that gives participants "the opportunity to find out more about the market potential for their products in Italy."

That certainly was the consensus of the eight Canadian companies occupying Canada's National Booth — the first for Canada — at last year's event.

So favorable were participants' comments that organizers now are laying the groundwork for SMAU'87, scheduled for mid-September. This year, however, organizers expect as many as 20 Canadian companies to participate and recruitment has begun.

Considered the largest exhibition of its kind in Italy and one of the most important in Europe, SMAU, say trade officials, can be a vital venue for the promotion of Canadian exports and for the presentation of Canada as a leading high-tech products manufacturer. It is also an event at which sales are made and agents established.

Among the wide range of exhibits are: equipment and plants for the office environment; machines and systems for message processing and telecommunications; EDP software and services; auxiliary machines and data carriers for EDP centres; machines and systems for identifying, counting and measuring; and equipment for technical drawing and training.

Last year's SMAU attracted over 1,000 inter-

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