

World Markets at Your Doorstep

Calgary — The seventh in a series of successful networking trade shows between Canadian manufacturers and processors and foreign and Canadian trading houses will be held here December 5-6, 1995.

The trade shows and seminars are a specially-formatted networking event that has proved an excellent means of uncovering, through Canadian and international trading houses, new export opportunities in overseas markets.

More than 1,000 suppliers and 750 trading houses have participated in the past six shows and generated an estimated \$70 million in new short-term exports.

And all of this can be accomplished without incurring the expense of having to leave Canada or the risks involved in transportation, documentation and foreign collections.

How events work

A half-day series of workshops on how to profit from working with trading houses and on selected regional market opportunities from a trading house perspective is followed by a table-top trade show for suppliers to exhibit their products and brochures and to meet trading house representatives.

Networking is enhanced by a complete profile directory of all suppliers and trading houses present, specialized name tags, networking receptions and luncheon and trading house mailbox system. Directories of 750 trading houses and 1,000 suppliers from previous events will also be available for added opportunities.

Contacts

If you want to generate new export sales and are a manufac-

turer or agro-food supplier with a solid sales record and supply capacity and are already exporting or interested in doing such, contact Don Clark, Economic Development and Tourism, Calgary, Tel.: (403) 451-6677; Fax: (403) 451-7733.

Suppliers registration fee is \$350.00. This includes a trade show booth, directories, two receptions, breakfast and lunch for two company officials.

Trading houses looking for new suppliers from Western Canada should contact, Don Clark (see above) or Michael Reshitnyk, DFAIT, Ottawa, Tel.: (613) 996-1862; Fax: (613) 996-1225.

Trading house registration fee is \$160.50 including directories, receptions, breakfast, lunch and the participation of one representative in the **3rd National Trading House Forum** on December 5.

Publications

Beer Market in France

France — Beer, Breweries, Micro-Breweries, just published by the Canadian Embassy in Paris, is a study that provides a qualitative and quantitative survey of the status of the French market, marketing circulation, and beer marketing and import regulations. It is worth noting that some Canadian micro-breweries are already successfully making very positive inroads into the French market.

To obtain a copy of the study, available in English and French,

contact the DFAIT InfoCentre (see box at bottom of this page).

For more information about the beer market in France, contact Christian Lapointe, Canadian Embassy, Paris, Tel.: (011-33-1) 44 43 23 70; Fax: (011-33-1) 44 43 29 98.

Quebec's Gourmet-Export

The 1995-96 edition of **Gourmet-Export**, the inventory of Quebec food product exporters, is now available. This inventory is used essentially to promote worldwide the products and services of the

Club Export Agro-Alimentaire du Québec. Through an agreement with the Department of Foreign Affairs and International Trade, Quebec exporters will now be included in **Win Export's** computerized inventory.

The **Gourmet-Export** inventory has been prepared with the cooperation of the federal and provincial governments. To obtain a copy, contact Club Export Agro-Alimentaire du Québec, Saint-Jean-sur-Richelieu, Tel.: (514) 349-1521; Fax: (514) 349-6923.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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