

Global Market Opportunities: *The Untapped Source*

In a recent External Affairs and International Trade Canada (EAITC) survey of companies, Canadian exporters identified their top two sources of international market intelligence and opportunities as "clients and partners" and "agents and distributors".

In most cases, developing these sources requires extensive international travel, time and expense.

Where can you expand this network and identify new export opportunities at a reasonable cost and without leaving the comfort of Canada?

The answer is at the **World Markets at Your Doorstep** series of trade shows and conferences being held across Canada over the next 13 months.

These export networking and trade opportunity events have been specifically designed to introduce Canadian suppliers and manufacturers to leading Canadian and international trading houses in a trade show and seminar format.

Quebec Event

The next show in this cross-Canada series will be held December 1, 1993 at the Palais des Congrès in Montreal for Quebec-based suppliers. Sponsors include: EAITC, the Quebec Association of Export Trading Houses, the Federal Office for Regional Development (Quebec), Industry and Science Canada, the Quebec Department of International Affairs and Department of Agriculture, Fisheries and Food and the Quebec Agri-Food Export Club.

This show will feature more than 100 Canadian and international trading houses that travel the world markets regularly and, combined, are active in all products and virtually all countries around the world.

Participating suppliers should be in any of the following sectors: textiles and clothing, health and medical products, sporting goods, agri-food products, industrial equipment, automotive parts, computer and telecommunications equipment, chemicals, plastics products, building materials and commercial and residential furniture and appliances.

For Canadian suppliers, this and future shows are an excellent opportunity to: learn about how to profit from working with trading houses; get international exposure in Canada for their products; and meet face to face and discuss trade opportunities with a large number of trading houses.

Future Events

Future shows will include: **Edmonton**, April 6-7, 1994, for Prairie-based suppliers; **Toronto**, June 15, 1994, for Ontario suppliers; and **Vancouver**, November 23-24, 1994, for BC suppliers.

Persons interested in the Montreal show should contact Alain Gagnon. Tel.:(514) 286-9615 or 1-800-465-9615. Fax:(514)848-9003.

Suppliers from points west interested in attending future shows (a show was held in Atlantic Canada in April) should send or fax their interest to: Mike Reshitnyk, Services Industries and Transportation Division, EAITC, 125 Sussex Drive, Ottawa, K1A 0G2. Fax:(613)996-1225. Tel.:(613) 996-1862.

Panama "General" Trade Show Door to Latin America Markets

Panama City — For the 12th consecutive year, External Affairs and International Trade Canada will participate in **EXPOCOMER**, an international trade fair that features products and buyers from around the world.

EXPOCOMER'94, being held in this Panamanian capital from March 2 to 7, 1994, will be of particular interest to Canadian companies engaged in: food products, construction and hardware, automotive accessories, informatics and office products supplies, textiles, telecommunications, medical and health care.

One of the largest and most important general trade fairs in Latin America, **EXPOCOMER** is worth participating in for several reasons:

- It is the venue of buyers for the immense markets of the Caribbean, Central and South America;

- Panama's Colon Free Zone, the second most important after Hong Kong, enhances the opportunities for Canadian exporters in the region;

- Previous Canadian participants at **EXPOCOMER** have developed new and lucrative markets and now are well placed in markets throughout Latin America; and

- All merchandise brought to **EXPOCOMER** (maximum of US\$2500) is free of import duties and can be sold during the fair.

For more information on **EXPOCOMER'94**, contact Joseph Cogne, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806; or contact Manuel Ruiz, Commercial Officer, Canadian Embassy, San Jose, Costa Rica. Fax: (506) 23-0609.