

TRADE FAIRS AROUND THE WORLD

Grocery Fair Features Export Pavilion

VANCOUVER — Taking place March 9 to 10, 1997, the eighth **Annual Grocery Showcase West '97** will for the first time incorporate an export pavilion. The pavilion will highlight Canadian companies that are export-

ing or ready to export. Buyer missions from the United States, Japan and Taiwan will use the pavilion as their home base while at the fair.

The export pavilion is a cooperative effort by Agriculture

and Agri-food Canada (AAFC), the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Federation of Independent Grocers. DFAIT and AAFC representatives from the four western-most provinces will be on hand to share their resources and expertise (e.g., on labelling and markets) with show participants.

For further information, contact Richard Philippe, AAFC, Tel.: (604) 666-7797, Fax: (604) 666-7235, E-mail: PhilippeR@em.agr.ca

Vietnam Expo '97

HANOI, VIETNAM — The Vietnam international trade fair, **Vietnam Expo '97**, will take place April 3 to 7, 1997. Exhibits will include consumer goods, industrial equipment and materials; environmental protection and medical equipment; agricultural and food-processing equipment; packaging; garments; vehicles; and giftware, art and handicrafts. The event is co-ordinated by the Vietnam Chamber of Commerce.

For information, contact Van T. Tran, Trade and Investment Director, Vietnam Trade Council, 70 Gloucester Street, Ottawa, Ontario K2P 0A2, Tel.: (613) 231-6369, Fax: (613) 235-1515.

MULTIMEDIA™ 97 Presents International Media Awards

TORONTO — The **MULTIMEDIA™ 97 Exposition and Forum** will take place at the Metro Toronto Convention Centre, May 6 to 9, 1997.

MULTIMEDIA™ 97 is Canada's most established exhibition and conference targeting the breadth of new media and communications technologies industries. Now in its sixth year, the show attracts more than 23,000 attendees annually and this year will include over 80 seminars and 400 exhibits. The show focusses on innovative communications technologies including virtual reality, visual communications, electronic design, video/film production, photography, and multimedia and

Internet communications and how these segments are converging under the influence of digital technology.

Presentation of the 1997 International Digital Media Awards will take place during **MULTIMEDIA™ 97** at the Design Exchange (downtown Toronto), on May 7, 1997. This international competition recognizes excellence in the production of interactive digital media, highlighting both the technology and the creativity behind the new media.

For information on **MULTIMEDIA™ 97**, contact Laura Ranieri or Jennifer Abramovitz at The Cohen Group, Tel.: (416) 756-7996.

INTERNATIONAL WIRELESS COMMUNICATIONS EXPO

LAS VEGAS, U.S. — The **International Wireless Communications Expo** will take place April 22 to 24, 1997. Held at the Sands Convention Centre, the increasingly popular show attracts over 10,000 attendees from over 70 countries. Buyers at last year's show were especially interested in two-way radios, antennas, mobile data, pagers and systems integration.

The Canadian Consulate General in Los Angeles is organizing exhibits at the show. For details, contact Jeffrey Gray, Tel.: (213) 346-2752, E-mail: jeffrey.gray@nngls02.x400.gc.ca