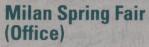
building materials, building systems and building renovation. In 1988 it attracted 990 exhibitors and 163 712 visitors. In 1991, approximately five Canadian companies are expected to participate.

<u>GENERAL</u>



Milan, Italy - April 21-29, 1990

General Trade Fair

The Milan International Fair is the largest exhibition in Italy. It has been staged for over 60 years and attracts nearly 10 000 exhibitors and 2 million visitors, 25 per cent of whom are from other countries. A horizontal fair open to the public, it is widely used by Italian foreign firms for both sales and public relations purposes.