

# Construction Materials for Western Europe Focus of Brussels International Trade Show

**Brussels** — Companies now are being recruited to participate in **Batibouw'93**, one of the world's largest specialized international trade shows in the construction sector.

Officially called the **International Construction, Renovation and Decoration Trade Show** — at which there once again will be a Canada Stand — the event will be held March 4 to 14, 1993 in Parc des Exposition, Brussels, Belgium.

**Batibouw'93** is expected to attract more than 500,000 attendees, over half of whom will be professional visitors.

The show covers a wide variety of building and construction materials and components, including: furnishings, doors, windows, staircases, prefabricated buildings, floor and wall coverings, decorative materials, lighting, insulation and plumbing equipment.

Also displayed are more contemporary lines, ranging from alarm and security systems, and Do-It-Yourself products and services to software, furniture and heating systems.

Now in its 34th year, **Batibouw** is an ideal trade venue at which to promote the sale of Canadian building and construction materials — not only in Belgium but in other markets of Western Europe.

Belgium itself is an important market for Canada (total annual Canadian sales top \$1 billion) but, with its good ports and onward transportation facilities to neighbouring countries, it is also an excellent entry point for all of the European markets.

In addition to the Canada Stand at **Batibouw'93**, there will be an information booth staffed by personnel from the Canadian Embassy

in Brussels.

Recruitment for the Canada Stand (as well as its design and construction) is being handled by a Montreal-based company. Companies interested in more information on

participating in the Canada Stand should contact L.D. Burke, President, Interexpo Canada Inc., 1224 Greene Avenue, Westmount (Montreal), Quebec H3Z 2A3. Tel.: (514) 933-7819. Fax: (514) 483-6595.

## Toronto Hosts Housewares Show

**Toronto** — More than 21,000 trade visitors are expected to view some 1,500 displays at a major show — for the trade only — being held here February 7 to 9, 1993.

The **Canadian Hardware/Housewares/Home Improvement Show (CHS)**, which will be celebrating its 88th edition, is acclaimed as Canada's largest hardlines trade show.

Product categories being exhibited include: hardware and tools; housewares and appliances; giftware; electrical and plumbing supplies; lawn and garden equipment; paint and do-it-yourself products; automotive supplies; and home improvement products.

Exhibitors (and visitors) include

domestic and foreign manufacturers, distributors and wholesalers of these products.

Owned and operated by The Canadian Retail Hardware Association, the **CHS** features a panel discussion on free trade/distribution systems, a New Product Showcase and a Packaging Expo as well as an international products display area which will involve such countries as Austria, England, Germany, Israel, Italy, the Netherlands, Sweden, Taiwan and the United States.

For further information, contact The Canadian Retail Hardware Association, 6800 Campobello Road, Mississauga, Ontario L5N 2L8. Tel.: (416) 821-3470. Fax: (416) 821-8946.

## Telecommunications in Global Spotlight

**Vancouver** — Canada's global telecommunications congress and exhibition — **INTER COMM 93**, being held February 22-25 — will host decision makers, technical experts, manufacturers, suppliers and users.

The event will bring together more than 7,000 participants from more than 50 countries.

A major part of **INTER COMM 93** is the Delegate Sponsorship Program which, produced in association with the Canadian International Development Agency (CIDA), will host over 45 delegations from developing countries.

Under the program, high-level decision makers are funded from private companies, government and other organizations, bringing key individuals from developing countries to meet with **INTER COMM** exhibitors.

The program promotes the transfer of technology, products and services, and the exchange of information between developed and developing nations.

In addition, delegations also are being coordinated with the assistance of the Canadian Embassies, High Commissions and Consulates

*Continued on page 11— Global*