

**AMT MEXICO** — January 29 to February 2, 2001 — Export Development Corporation (EDC), Industry Canada (IC) and the Department of Foreign Affairs and International Trade (DFAIT) are using a new approach for the upcoming **automotive trade mission to Mexico**. They will pre-screen Canadian automotive suppliers and match the successful candidates with 15 Mexican Tier 1 auto parts manufacturers, which they expect to yield new business deals.

The team's approach of targeting suppliers to buyers prior to a mission proved successful in November 1999 when they hosted a delegation of Mexican Tier 1 companies invited to meet 38 pre-selected Canadian com-

## A "NEW FORMULA" FOR AUTOMOTIVE TRADE MISSIONS

panies. DFAIT financed and provided resources for the identification and selection of the right Canadian companies, with stunning results: one third of the Canadian participants were awarded on-the-spot contracts or placed on bid lists for future projects.

IC and EDC are currently recruiting Canadian suppliers based on how closely they match the procurement requirements submitted by the 15 Mexican Tier 1 companies. Once the finalists have been identified, the Mexican companies will then select those suppliers they wish to meet during the trade mission.

For further information, contact Dennis Shanley, Senior Commerce Officer, Industry Canada, tel.: (613) 954-3247, e-mail: [shanley.dennis@ic.gc.ca](mailto:shanley.dennis@ic.gc.ca) or Craig Wiggins, EDC, tel.: (613) 598-2553, e-mail: [cwiggins@edc-see.ca](mailto:cwiggins@edc-see.ca) \*

## Asia's largest high-tech trade show

**NEW DELHI, INDIA** — February 15-19, 2001 — **Indian Engineering, Manufacturing and Technology Trade Fair (IETF)** — Canadian companies seeking to promote themselves at Asia's largest high-tech trade show should contact Canada's leading business organization, Canadian Manufacturers & Exporters (CME), which has years of experience helping its members develop business in India. Through its partnership with the Confederation of Indian Industry, IETF's host organization, CME will organize and staff a catalogue booth for companies interested in testing the response of the Indian market to their products, services or technologies.

India offers niche market opportunities in the fields of advanced technology, automotive, housing, aerospace, telecommunications, agriculture and food products, environmental products and services, power, oil and gas, transport systems, foundry and metallurgy, laser technology, and instrumentation and controls. It also offers many recruitment opportunities for Canadian firms looking to tap into its engineering and computer software expertise.

At IETF, Canadian products and technology are exposed to India's leading corporations, many of whom are seeking foreign partners. Other countries participating include Japan, Italy, Korea,

China, Germany, Taiwan, the U.S., the U.K., and Spain, which is the partner country.

For further information, contact Doreen Ruso, Vice-President, International Trade Development, Canadian Manufacturers & Exporters, tel.: (905) 568-8300 ext. 230, e-mail: [dwr@the-alliance.com](mailto:dwr@the-alliance.com) \*

## More trade shows!

**HONG KONG** — February 22-25, 2001 — **The Hong Kong Information Infrastructure Expo and Conference**, a major international event showcasing opportunities in the IT sector.

**BAKU, AZERBAIJAN** — June 5-8, 2001 — **Caspian Oil and Gas 2001 Exhibition and Conference**, a major international forum for Canadian companies to get exposure in the region.

For more details on these upcoming trade shows, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "Trade Fairs and Missions".

## Building and construction fair in India

**MUMBAI (BOMBAY), INDIA** — February 21-March 1, 2001 — The Canada-India Business Council, in partnership with CMHC and Ontario Exports Inc., will lead a business mission to India to participate in the **BuildIndia 2001 Exhibition and Conference**, India's most important building and construction fair. Participants will be able to have their own booth or share space at a Canada stand at discounted rates, and will also have the opportunity to attend a Canadian seminar in conjunction with the exhibition.

Over the last 50 years, India's urban population has grown five times, and investment needed for housing in urban areas has reached \$20 billion. India has a target of 2 million housing units per year and needs access to financial resources, products and tech-

nology. India requires construction technologies and systems; wood, metal and plastic building products; intelligent homes; concrete technologies; HVAC; architectural services; property development; financing expertise; urban and community planning services; and training in all building areas.

Marketing and technical seminars will be held in Hyderabad and New Delhi, February 26-March 1, providing time to hold workshops, one-on-one meetings, and plan site, office or plant visits. Participants will be able to assess business opportunities in India first-hand and develop in-depth market intelligence.

For more information, contact the Canada-India Business Council, tel.: (416) 214-5947, fax: (416) 862-0625, e-mail: [info@canada-indibusiness.ca](mailto:info@canada-indibusiness.ca) \*