

**SECTOR:** Transportation Systems, Related Equipment  
**SUB-SECTOR:** AUTOMOTIVE Officer: A. McBride  
993-5149

**EVENT:** **SAE (Society of Automotive Engineers)**  
February 1993, Detroit, Michigan  
**PRODUCTS:** Automotive original equipment sector  
**SCOPE:** National, the only automotive trade show in the  
U.S. the deals exclusively with the OE market;  
850 exhibitors.  
**ATTENDANCE:** 40,000+ automotive specialists,  
design/development engineers, engineering and  
production managers, corporate officials

**EVENT:** **Para Transit Mission to Cleveland**  
**PRODUCTS:** Transit equipment manufactures specifically for  
the physically disabled.  
**SCOPE:** Local marketing initiative directed toward the  
Cleveland region.  
**ATTENDANCE:** A total of 5 or 6 Canadian equipment suppliers  
will visit the Cleveland region to demonstrate  
Canadian manufactured products available to  
local transit operators.

**EVENT:** **Mid-American Trucking Show**  
March, 1993, Louisville, Kentucky  
**PRODUCTS:** Wide variety of trucking parts and accessories,  
for both the original equipment and aftermarket  
sectors.  
**SCOPE:** National Exhibition, with over 400 exhibitors  
**ATTENDANCE:** More than 30,000 buyers, fleetmanagers, owners,  
and operators.

**EVENT:** **Sema/Big "I" Show,**  
November 3 - 6, Las Vegas, Nevada  
**PRODUCTS:** Parts and accessories for specialty and high  
performance vehicles.  
**SCOPE:** National show with over 2,000 exhibitors  
representing the entire automotive aftermarket.  
**ATTENDANCE:** 50,000 expected

**EVENT:** **Incoming Urban Transit Reps from San Francisco to  
Vancouver or Toronto, October, 1992.**  
**PRODUCTS:** Products relating to the operation of urban  
transit systems.  
**SCOPE:** Regional mission to view Canadian expertise in  
urban transit systems operations and equipment.  
**ATTENDANCE:** Would invite 5 members of area transportation  
authorities to participate in the mission.