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CANADIANS SUCCESSFUL AT MUSIC FAIR IN GERMANY

Sales totalling close to \$340,000 on-site and \$4,600,000 anticipated over the next 12 months plus inquiries from virtually all over the world, indicate the success of the Canadian participation in MUSIKMESSE, the international music exhibition in Frankfurt, West Germany, the Honourable Ed Lumley, Minister of Trade, announced today.

There were 10 companies in the Canadian exhibit at the February 13 to 17 show displaying a wide range of products from sheet music through guitars of all kinds, to grand pianos, harpsichords and clavichords plus electronic equipment and music accessories.

Mr. Lumley noted that the Canadians brought to the show a long tradition of high quality in the design and crafting of their musical instruments.

The exhibitors themselves, he said, were pleased with the results of the show -- the sales, inquiries and contacts made -- and most felt that participation was not only worthwhile but necessary. Many were already looking ahead to next year's MUSIKMESSE.

As one exhibitor put it, "MUSIKMESSE is a good opportunity for exposure of Canadian products for export. Since foreign competition is increasing due to currency exchanges, these shows help give a positive image to Canadian manufacturers."