

# Building Markets in Belgium

## Constructive Route to Business in Europe

**Brussels** — In collaboration with the Canadian Embassy in Brussels, Belgium, Interexpo Canada Inc. will be organizing Canada's participation, once again, in **Batibouw 1994 (International Construction, Renovation and Decoration Trade Show)**.

The event will take place in Belgium's capital from February 24 to March 6, 1994.

The Canadian Embassy will be organizing and staffing an information booth and lounge area, while Interexpo will be responsible for the design of the stand and the recruiting of 10 to 12 firms from the private sector.

Belgium is an important market for Canada, with total Canadian annual sales to that country now amounting to over \$1 billion, and with exports including a variety of forest products and construction materials.

With good ports and onward transportation facilities to neighbouring states, Belgium is an excellent entry point to all the European market. In fact, Belgium lies in the centre of a zone which, in a radius of 350 km, represents 75 per cent of the EEC purchasing power.

**Batibouw**, now in its 35th year, is a major specialized international trade show in the construction sector, with approximately 250,000 visitors expected for the three trade days of the show and a total attendance of 550,000 for the length of the show.

**Batibouw** 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. It also fea-

tures complementary lines such as: alarm and security systems, do-it-yourself products and services, software, furniture, and heating systems.

The Canadian Stand at **Batibouw** will consist of 120 sq. metres, housing 10-12 Canadian companies. The objective of Canadian participation is to expand sales in a variety of building materials and components, including:

- Canadian timber frame construction;
- Log homes;
- Value-added wood building com-

ponents (floorings, staircases, cabinets, doors);

- Furniture stock;
- Lumber, plywood, waferboard and panels;
- Construction materials, products and equipment, including sanitary equipment, hardware, heating and ventilation equipment; and
- Consulting services and building systems.

For more information on **Batibouw 1994**, contact Interexpo Canada Inc., Westmount, Quebec. Tel: (514) 482-6568. Fax: (514) 483-6595.

## Canadian Food on Japan Menu

**Tokyo** — Once again, External Affairs and International Trade Canada will be coordinating a national stand at **Foodex Japan'94**.

This 19th edition of the **International Food and Beverage Exhibition** will be held here March 7-11, 1994.

**Foodex Japan'94** is Japan's premier food promotion event and plays an important role in Canada's global strategy for the food and beverage industry.

The exhibition will feature some 1,200 exhibitors drawn from over 40 countries. It will be visited by more than 90,000 executives and buyers representing Japan's (and Asia's) major food and beverage trades.

For more information on this show, contact G. Daniel Caron, tel: (613) 995-1677, or Martine Menard, tel.: (613) 993-8697, Japan Trade Development Division (PNJ), EAITC.

## Shows Scheduled for Arab Gulf

The Canadian representative for a number of international trade shows geared to the Arab Gulf market and taking place in Bahrain has provided the following list of events that might be of interest to potential Canadian participants.

Further information on these fairs is available from **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.:

(416) 291-6359. Fax: (416) 291-0025.

**MEDEF 93** — October 16-19, 1993 — **2nd Middle East International Defence and Security Show**. Equipment and technology for the region's defence forces, police, internal and border security services, militia and para-military who will be officially invited from

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