

The real success of SIAL '88 for Canada is measured by sales - some \$10 millions on site with \$44 millions forecasted and some 800 enquiries. These figures are a record for SIAL and equivalent to those recorded at ANUGA 87 which had twice as many visitors as SIAL.

Canadian exhibitors at SIAL and ANUGA follow the practice of other countries in introducing new products. At SIAL '88, farmed raised Atlantic salmon was displayed for the first time by Canada Packers International, Toronto, Ontario. At the same stand a range of custom packed lobster products designed for the food service sector was also in evidence. Similarly, Clearwater Fine Foods Ltd, Halifax, Nova Scotia introduced a new range of vacuum packed shellfish products designed for the retail sector including lobster, scallops and surf clams.

In addition to the exhibition itself SIAL was the centre of an intensive week of activities and functions which served to highlight the increasing importance for Canadians of SIAL/ANUGA as the venue for all aspects of trade promotion and industrial cooperation in the food sector. Two federally sponsored missions visited the show. A frozen/chilled foods investment development mission hosted a well attend seminar for potential investors from Europe. Also a mission of federal officials attended SIAL in the course of visiting a number of European cities to examine food additives legislation.

Commercial officers from many Canadian posts in Europe also visited the show to renew contact with Canadian companies. The CO's were joined by representatives of External Affairs, Agriculture Canada and Industry Science and Technology for the annual briefing provided by External Affairs on issues in the agriculture/fisheries/food sectors. This was the fifth annual review which is now a permanent feature of Canada's participations at SIAL and ANUGA. While this event deals primarily with trade promotion activities and the supply situation in Canada, and is for the benefit of Commercial officers, Canadian exhibitors at SIAL/ANUGA might also benefit from a review on market access problems in Europe. Such a review could be conducted by personnel from Canada's Mission to the European Communities in Brussels.

SIAL continues to attract an increasingly large number of Canadian visitors. Official visitors included Hon. Leonce Bernard, Minister of Industry, Prince Edward Island, who led a joint federal/provincial government