

New International Housing and Construction Show Launched in Canada

CALGARY — April 28-30, 1998 — Underscoring the importance of the housing and construction industry to the North American economy and its global market partners, a new international housing and construction show is being launched.

An industry-only event, interBUILD: the Housing and Construction Show will feature all the latest products, materials and services related to the home-building and construction industries. As Canada's first major housing industry show, it will attract a national and international audience of builders, architects, designers, specifiers, contractors, and incoming buying groups. It will be a showplace for more than 350 exhibitors and is expected to attract 12,000 delegates from around the world.

Endorsed by the Canadian Home Builders Association, interBUILD will feature an important housing symposium presented by the Canadian Overseas Trade Corporation, which will provide delegates and senior industry officials

with primary information on domestic and world housing opportunities, financing and technological advances in products and services.

interBUILD will also provide an International Business and Communications Centre, from which buyers and sellers can privately explore mutual opportunities and access sales and manufacturing centres around the world, through the world-class communications network provided.

An outdoor interactive building site will feature alternative technology building products such as steel, concrete, engineered wood, log and plastic. Three structures will be built during the show, giving participants a first-hand look at the latest building technologies.

For more information, contact Lyle Makus, interBUILD Expositions Inc., tel.: 1-888-922-3600 (North America only), (403) 413-6222 (world wide), fax: (403) 413-6224, Internet: <http://www.interbuild98.com>

CLEAN-UP AT ITS BEST AT LEADING GERMAN WASTE MANAGEMENT SHOW

COLOGNE, GERMANY — May 12-16, 1998 — Every two years, Cologne's ENTSORGA provides the platform for innovative products and services in the environmental care sector. A record 100-plus Canadian companies are expected to attend ENTSORGA '98, the world's leading trade show for the full spectrum of technologies in the waste management industry.

Participation in this event offers a perfect opportunity for Canada's environmental technology industry to capture a share of Europe's massive \$300-billion-a-year market for environmental protection. German purchases of waste disposal and recycling technology alone have exceeded the \$90-billion mark and continue to grow annually at double digit rates.

The 1996 show attracted over 1,300 exhibiting companies from 18 countries showcasing their expertise to almost 70,000 prospective buyers from 75 countries.

As in previous years, a Canadian Pavilion is planned for ENTSORGA '98, to be organized jointly by the Toronto-based office of Cologne International Trade Shows and the Canadian Embassy in Bonn, Germany.

For more information on ENTSORGA '98, contact Edel Wichmann, Cologne International Trade Shows, 480 University Avenue, Suite 1410,

Toronto, ON, M5G 1V2, tel.: (416) 598-3343, fax: (416) 598-1840.

To obtain a current market report on Germany's environmental sector, contact DFAIT's InfoCentre, tel.: 1-800-267-8376, or 944-4000 in the National Capital Region; or Michel Têtu, Deputy Director, Central Europe Division, DFAIT, tel.: (613) 996-3774.

Procurement Opportunities at WorldAid '98

GENEVA, SWITZERLAND — October 6-8, 1998 — Procurement opportunities within the United Nations and other international agencies involved in emergency relief and related activities will be the focus of WorldAid '98 — considered the essential global trade fair event for all those with a role in aid.

The Canadian presence at the fair is being organized by DP Expos Services Inc., in close collaboration with the Canadian Permanent Mission to the Office of the United Nations in Geneva. The deadline for registering for an exhibition booth is mid-February 1998.

For more information, contact DP Expos Services Inc., tel.: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr; or Andrew Griffith, Canadian Mission in Geneva, fax: 4122-919-9233, e-mail: andrew.griffith@genev02.400.gc.ca