

# Canada Booth Set Up at Mediaville to Tune into French Cable TV Market

**Toulon** — A Canadian information booth intended to help Canadian cable companies break into France's cable TV market will be established at **Mediaville'92**, being held June 2-4 in Toulon (outside Paris), France.

The event marks the second year that Canadian television programs, equipment and consultants will be profiled at **Mediaville** where this year's theme is "Cable in 1992: New Initiatives, New Responsibilities."

Organizers of the information booth — External Affairs and International Trade Canada, the Department of Communications, and the Canadian Embassy in Paris — say that entry into the French cable TV market requires money, patience and resolve — but the rewards can be high.

They also note that French entrepreneurs, seeing Canada as a possible role model, are actively seeking Canadian partners.

Increasingly, cable networks in France are offering a basic service complemented by value-added options. With the introduction of Visiopass, an intelligent descrambler, pay-per-view TV has become a reality.

As well, major government policy changes affecting cable TV in France are underway and the push is on to overcome previous market penetration problems.

In the past few months, the priority has been to provide cable to every home by traditional means

and in a "commercially viable environment." And lower subscription rates have resulted in the number of cable subscribers reaching 820,000 in February of this year — a 50 per cent increase over the previous year.

Parties interested in exhibiting, speaking or visiting **Mediaville'92** or in learning more about the French cable TV sector may contact either Gary Luton, Commercial Division, Canadian Embassy, Paris. Fax: (011-33-1) 47.20.19.44. Tel.: (011-33-1) 47.23.01.01; or Patrick Julien, International Technical Cooperation, Department of Communications, Ottawa. Fax: (613) 990-8320. Tel.: (613) 990-4211.

## Mexico Plastics Show Precedes Trade Mission to Bogota and Cali

**Mexico City** — Canadian companies have an opportunity September 7-11 to participate in Canada's National Stand at **Plast-Imagen'92**, one of the largest and most important plastics trade shows held annually in Mexico City.

After the show, and if they wish, participants may continue on, as part of a trade mission, to Bogota and Cali in Colombia, where commercial personnel from the Canadian Embassy will arrange meetings with key persons in the Colombian plastics industry.

**Plast-Imagen'92** marks the third consecutive year that Canada will have a National Stand. At last year's event, 17 Canadian companies, out of more than 200 exhibitors from 15 countries, participated.

## Informatics Shows Recruiting

**South America/Puerto Rico** — Canadian telecommunications and informatics firms should act now if they want to display company product literature or brochures at the following trade shows taking place in South America and Puerto this autumn.

The possibility also exists that companies could have their own booth — for which Program for Export Market Development (PEMD) applications would be considered.

The events, dates and locations are:

• **Inforven'92** — September 29-October 2, Caracas, Venezuela.

• **Caribecom'92** — October 7-9, San Juan, Puerto Rico.

For further information on having product literature/brochure displays or your own company booth at these shows, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

They learned that, with more than 3,000 enterprises in Mexico being engaged in the plastics industry, there are ample opportunities for those companies wishing to break into or expand in this market.

Companies interested in participating in or requiring further information on **Plast-Imagen'92** may contact Jon Dundon, Trade Fairs and Missions, Latin America

and Caribbean Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921.

For "specific commercial information" on Mexico, contact Marcel LeBleu, tel.: (613) 995-8804; or on Colombia, contact Georges Lemieux, Tel.: (613) 996-5548. All three persons may be reached at Fax: (613) 943-8806.