

Flanders' Fair will spotlight new technology

Ghent — Canadian companies interested in exporting or acquiring new products or techniques in a wide variety of sectors should set their eyes on this Belgian city this spring.

That's where the International Trade Fair for New Technologies — Flanders' Technology International (FTI 87) — will be held May 11-17.

Billed as the trade fair of the third industrial

Technology Transfer Centre

revolution — built on micro-electronics, bio-engineering and new materials — the show will highlight a number of areas, including office automation, micro-electronics, robotics, aerospace and telematics.

Other sectors to be displayed range from all fields of engineering — including agro-industrial and medical engineering — to biotechnology, new energy techniques and new materials.

Specific products and services on display will include electronic mail, computers, robots,

soil engineering, agricultural equipment, stockbreeding technology, hydroponics, genetic and cellular engineering, solar and wind energy, energy conservation, heat pumps, avionics, space exploration and satellites, laser technology, fiber optics, telecommunications, prostheses and laboratory and hospital equipments, environmental technology, and harbor and mining engineering.

The show will also feature a research centre where university laboratories, technical colleges and independent research institutions will present their research potential, projects and results.

But the focal point of the show will be a technology transfer centre where industrial and trading companies, license brokers, venture capitalists, government departments and universities can meet to buy or sell technology, with opportunities for joint ventures and technical assistance.

A number of seminars and conferences will also be organized during FTI 87, reflecting the latest trends in new technologies.

For more information on the show or

details on how to participate, contact Michael Wondergem at External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or call Info Export. ★

Swimming in sales

Houston — Want to make a big sales splash in the U.S. next month?

Then consider participating in the Southwest Pool & Spa Show to be held in this Texas city Feb. 26-28.

Organized by the National Spa & Pool Institute (NSPI), the show attracted over 2,000 dealers and distributors at its 1986 edition.

The states comprising this region account for the largest membership in the NSPI, with some 22,000 new pools built last year alone, on top of the more than 360,000 already in existence.

In addition, the spa market also shows continued expansion.

Canadian manufacturers of pool, spa and related equipment are invited to display product brochures and small samples in the product information booth organized by the Canadian Consulate General in Dallas.

Material should be sent by mid-February to Richard J. Stephenson, Canadian Consulate General, 750 N. St. Paul, Suite 1700, Dallas, Texas 75201, U.S.A.

Oil exhibition geared to gush

Edmonton — It's six months down the road but already, say organizers, it looks like everything will be coming up oil in Edmonton, Alta. this June 2-4.

That's when this capital city in Western Canada hosts Inter-Can '87, Canada's International Onshore and Offshore Petroleum Exhibition and Conference.

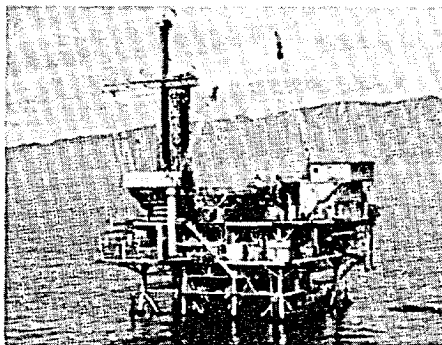
Held once every two years, this 5th Biennial Exhibition and Conference will take place at Edmonton's Agricom Trade Centre, the largest trade show centre of its kind in Western Canada.

In addition to the Exhibition itself, three petroleum-related conferences will be held in conjunction with Inter-Can, including a new "Oil Technology Seminar for Arabs '87" seminar to which 21 Arab countries, 14 of them oil-producing, have been invited to participate.

The group will tour the Exhibition June 2 to meet individually with exhibitors. On June 3, North American petroleum industry personnel will present papers to the Arab group, covering petroleum equipment technology and petroleum operational methods. The June 4 seminar will reverse and the Arab participants will lecture to the attendees on "How to Increase Sales to the Arab Markets."

This year, Inter-Can once again has been granted trade show certification from the United States Department of Commerce. As a result of the certification, there will be a large U.S. pavilion participating. In 1985, the pavilion housed more than 40 American petroleum-related companies.

One- and two-man buying missions from more than 30 countries and several larger foreign trade missions will also attend, through the assistance of the Departments of External Affairs and Regional Industrial Expansion in co-operation with Alberta's Department of Economic Development.



Described by organizers as a "tremendous success," the exhibition two years ago, Inter-Can '85, attracted official delegations from 49 countries. As well, there were 481 exhibits from major petroleum equipment manufacturing and service companies.

Serving as "an international gathering of industry decision-makers," Inter-Can '87 offers participants unparalleled opportunities to showcase their petroleum products, services and technology all under one roof; to introduce the world to new products and services; to expand sales to established markets; to attract new customers; and to establish joint ventures and new business agreements.

The City of Edmonton, labelled "the Gateway to the North," is the service and transportation centre for the Canadian oil and gas industry, the hub of Canada's pipeline transmission systems, and is conveniently located close to a number of major activity areas, and to the financial decision-makers.

Further information on Inter-Can '87 or details on how to participate is available by contacting Bob Baird, Vice President Marketing, Canadian Exhibition Management Inc., 4408-97 St., Edmonton, Alta T6E 5R9. Tel: (403) 437-2192. Telex. 037-2375. ★

Farming show set for Latvia

Riga — Canadian companies interested in participating in or seeking information on a major international exhibition in Riga, Latvia have until July 1, the deadline for submission of applications.

The exhibition, LIVE-STOCK-FARMING 87 or "Technical Equipment for Mechanization of Livestock Breeding and Fodder Production", is scheduled for Sept. 7 to Oct. 3. A specialized event, the exhibition covers a variety of themes.

These include: mechanization and means of automation for livestock farms; technology, machines and equipment for production of fodder; horned cattle and selection of animals; and laboratory equipment, devices and equipment for manufacturing veterinary preparations.

The exhibition, say organizers, is designed to provide interested companies with an opportunity to present their products to a wide range of experts and potential importers; to hold business talks with foreign trade representatives and other organizations; and to attend lectures and demonstration films pertaining to the themes of the exhibition.

Details on the show or information on how to participate are available from Roger Beare at External Affairs' USSR and Eastern Europe Trade Development Division (RBT), tel: (613) 996-7800; or call Info Export. ★