

# Medical Equipment, Supplies Manufacturers Invited to Explore Markets in the U.S.

Canadian medical equipment/supplies manufacturers are being recruited by the Canadian Embassy in Washington, DC to meet with local hospital, nursing home and home medical representatives/distributors.

Organizers say participation in the meetings, which are being scheduled for March, 1994, could result in a wider representation/distribution for Canadian manu-

factured products in the Washington, DC-Maryland-Virginia region.

This area has a population of 11 million people. There are approximately 270 hospitals with 37,000 acute care beds, and some 460 nursing homes. The number of doctors and medical personnel in the area is estimated at 35,000.

As well, and making it an even more attractive market, the region is noted for its leading medical

schools and associated hospitals, including Johns Hopkins, Georgetown University, George Washington University, Medical College of Virginia, University of Virginia, and Medical University of the Uniformed Forces.

Organizers also say that, because of the heavy concentration of opinion leaders, products introduced to this area are likely to establish reputations in the national system.

Companies should contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington, DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

## *U.S. Markets Easier to Enter— And No Need to Leave Canada!*

Canadian businesses can expand their markets in the United States — and they don't have to leave Canada to do it.

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- eliminate border problems and save on response times and brokerage fees by placing a portion of your inventory in warehouse;

- put finishing touches on partly completed Canadian goods; and
- supply office space in the U.S.

Contact Ultraport Services Ltd., 3811, Main Street, Dunham, Quebec J0E 1M0. Tel.: (514) 295-2441. Fax: (514) 295-2174; or Steve Selby, President, Ultraport Services Ltd., Route 78, Airport Road, Swanton, Vermont, 05488. Tel.: (802) 868-7244. Fax: (802) 868-3180.

## Canada-Morocco Chamber

The Morocco-Canada Friendship and Economic Cooperation Association has become the Morocco-Canada Chamber of Commerce. The change affords some interesting possibilities for Canadian businesspersons interested in trade with Morocco and active in the various chambers of commerce in this country. Contact Roger Marceau, Counsellor, Commercial Affairs, Embassy of Canada, Rabat, Morocco. Fax: (011-212-7) 77-28-87.

## Electronics Manufacturers Take Note

Canadian electronics manufacturers whose customers are primarily in the commercial, military and government fields are being invited to meet with the Chesapeake Chapter of Electronics Representatives Association.

Chapter representatives call on more than 400 U.S. manufacturers in the Virginia, Maryland and Washington, DC area. What is more,

70 firms in the Chapter annually sell more than US\$200 million worth of electronics products!

Companies interested in exploring this potential opportunity and wishing further information should contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington, DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

## *1-800 Fair Number*

A 1-800 number now gives parties across Canada easy access to information on the more than 90 annual Fiera Milano trade shows. Operated by Fiera Milano's official and exclusive representative in Canada, The Italian Chamber of Commerce in Canada-Montreal, the number is 1-800-26-FIERA. The system is in operation during regular business hours.