

# TRADE FAIRS AROUND THE WORLD

## Markets are Made in Atlantic Canada Trade Show

HALIFAX, NOVA SCOTIA — Canadian companies whose products or services are *Made or Marketed in Atlantic Canada* and sold around the world know that "Markets are made, not born."

And they'll be busy making markets come November 22, 1996.

That's when they will be participating in the **Made or Marketed in Atlantic Canada Trade Show** at which they will be exhibiting their products and services to thousands of international potential customers.

As the show is open to the public, exhibitors have the added advantage of being able to promote their products and services to potential local clients.

The three-day event will attract buyers and trade representatives from the United States, Mexico, the Caribbean, Europe, and the Middle and Far East.

As well, all provincial Economic Development Ministers and pro-

vincial Chambers of Commerce across Canada are encouraging interested business persons in their regions to attend.

"A show of this magnitude provides exhibitors an excellent opportunity of perhaps acquiring a lucrative foreign or domestic contract," says Jim Grant, President of Maritime Promotions, a co-producer of the event.

"Diversity is the key component to this exciting show," says Grant, noting the show will feature an eclectic mix of participants from small, home-based cottage industries to large suppliers of products and services.

Co-producers are the *Chronicle Herald* and *Mail Star* and CHNS/CHFX Radio.

Any business or industry wishing to exhibit in the **Made or Marketed in Atlantic Canada Trade Show** or any individual business person, buyer, or trade representative planning to at-

tend should contact — *as soon as possible* — Maritime Promotions, Maritime Life Business Centre, Suite 202, 2745 Dutch Village Road, Halifax, Nova Scotia B3L 4G7, Tel.: 1-888-978-7664 (toll free) or (902) 453-2585; Fax: (902) 453-0108.

## Gulf State Show Spotlights Telecommunications

BAHRAIN — Canadian companies now are being recruited for national group participation in the **9th Middle East International Telecommunications Show and Conference (MECOM 97)** being held in this Gulf State February 22-25, 1997.

MECOM 97 organizers say technical innovation in the telecommunications industry is growing rapidly — and the Gulf is buying!

## Market Mushrooms

Indeed, Bahrain has extended its 10,000 mobile lines to 15,000 lines in less than a year, and recently linked up to the Internet. In the United Arab Emirates, projects valued at US\$ 386 million include new telephone exchange networks, 65,000 additional telephone lines, 24,000 mobile lines, and 40,000 pages.

The big news in Saudi Arabia's telecommunications development is the huge demand for handsets and accessories. In addition to the 200,000 lines which came on stream earlier this year, another 300,000 lines will

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**MECOM 97**

## Water Technologies On Tap In Turkey

ISTANBUL, TURKEY — Canadian environmental companies are invited to participate — through the display of product literature and samples — in **Water Technology'96** being held here December 5-8, 1996.

**Water Technology'96** will cover the entire environmental sector, including water, waste water and solid waste treatment technologies — all areas in which Canadians have expertise.

Industrialization, high increases in population, and rapid urbanization in Turkey have given rise to diverse environmental problems — and to opportunities for

Canadian environmental firms.

Embassy staff will display and hand out company product literature and exhibit samples at the Information Booth which company officials are welcome to visit while attending the show.

Companies interested in taking advantage of this opportunity should send — *for receipt no later than November 25, 1996* — 100-150 copies of their brochures to David Usher, Second Secretary, Commercial, Canadian Embassy, Nenehatun Caddesi No. 75, Gaziosmanpasa, Ankara, Turkey. Tel.: (011-90-312) 436-1275; Fax: (011-90-312) 446-2811/4437.