

TRADE FAIR DIRECTORY

[This section is intended to offer a comprehensive listing of the most important trade fairs, shows and exhibitions. The objective is to provide Canadian companies with as complete a description of each fair as possible so that firms can decide whether or not it is worth investigating and participating in any of them.]

Name of Fair or Exhibition

- in English
- in official language of target market

Sector

- general or sector-specific

Attendance

- numbers in last year fair was held
- numbers expected at next event
- number of exhibitors
- number of visitors
- details of who attends, types of companies (names of typical exhibitors), types of visitors (distributors, officials, customers)
- countries represented

Location

- city
- state

Frequency

- annual, bi-annual, semi-annual

Dates

- usual time of the year when the fair is held
- specific dates of next event

History

- number of years in operation
- who founded it
- objectives