

International Countertrade Conference

Los Angeles — The recent resurgence of countertrade in Eastern Europe and the continuing hard currency pressures on developing nations set the stage for **Expanding Global Trade: Countertrade, Offset and Barter**, a conference being held here April 21-23, 1992.

Participants will obtain practical knowledge about financial engineering for countertrade, institutional arrangements, developing country practices, and information on the experiences of major global multinationals.

Providing an excellent opportunity to network and to develop trade opportunities with companies and officials from around the world, the conference will also feature speakers from Brazil, Russia, the Philippines, the United States, Yugoslavia and Switzerland.

Opening speaker, Paul Labbe, President of the Export Development Corporation, will discuss evolving strategies for East European and developing nations.

The conference is sponsored by the International Association of Trading Organizations of Developing Countries of Ljubljana, Slovenia, Yugoslavia; the Journal of Commerce; and the Centre for the New West.

For further information, contact Mike Reshitnyk, Financial and Business Services Division, External Affairs and International Trade Canada. Tel.: (613) 996-1862. Fax: (613) 996-1225. Information may also be obtained from Edie Dulacki, Conference Co-ordinator. Tel.: (303) 592-5310. Fax: (303) 592-5315.

Japan's Confectionery Exhibition Gateway to Market Worth \$Billions

Tokyo — Participation in the **2nd International Confectionery Exhibition (ICT'92)** affords Canadian companies the chance to explore opportunities in the Japanese confectionery, bakery and snackfood market, the retail value of which totals almost US\$25 billion annually.

Being held September 2-5 at the Sunshine Convention and Exhibition Centre, **ICT'92** is a 'must attend' for anyone interested in this market — as well as the market for raw materials, flavourings, ingredients, and packaging and processing equipment.

Attendance at **ICT'92** can also open doors to other markets as the event attracts trade visitors not only from Japan but from throughout the Asia-Pacific and other markets worldwide.

Those trade visitors — there were 12,012 at last year's exhibition — include: importers and agents;

foods services buyers; wholesalers and distributors; retailers; hoteliers; restaurants; supermarket buyers; confectionery, snackfood, bakery manufacturers; government agencies; trade associations; and corporate and airline caterers.

Also incorporated in **ICT'92** is a series of seminars conducted by industry experts who provide legal, technical and marketing information that is invaluable in helping exporters to penetrate this lucrative market.

Companies wishing to showcase their products or wanting the opportunity to assess the market firsthand with a view to contacting importers, agents or distributors, should contact the **ICT'92** organizers' Canadian representative:

Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025. Telex: 06-968027.

Canadian Pavilion at Alabama Expo Highlights Aerospace, Defence Fields

Huntsville — Canadian companies are being recruited to participate in **TABES'92** (Technical and Business Exposition and Symposium) at which the Canadian Consulate General in Atlanta is sponsoring a Canadian pavilion and mission.

Being held May 12-13, 1992, the event focuses on Huntsville's high-technology community (NASA, the U.S. Army Missile Command, the U.S. Army Strategic Command) and its resident 200 contractors.

The Canadian pavilion and mission will concentrate on aerospace/defence products and technologies and will highlight a new feature that focuses on technologies with

an environmental application.

The Consulate General foresees a large market for Canadian firms that can provide equipment and services to remedy environmental problems on government bases as well as in the commercial market — estimated in excess of US\$80 billion is the southeast U.S. alone. Estimates for 1993 are placed at US\$260 billion.

For further information on **TABES'92**, contact John F. Alexander, Technology Development Officer, Canadian Consulate General, 400 South Tower, One CNN Center, Atlanta, Georgia 30303, U.S.A. Tel.: (404) 577-6810. Fax: (404) 524-5046.