

## Recruitment Underway for Trade Shows in ...

### ... Barbados ...

**Bridgetown** — A trade show being held April 26 to May 2, 1994 in this Barbados capital should provide Canadian participants with a

### Telecom Events in Kiev, Prague

**Kiev** — This is the venue for **NEOCOM'94**, a telecommunications, information technology trade show being held May 11 to 13.

The show will feature high demand products now being procured by the growing Ukrainian telecom sector: telecommunications, data communications, satellite and VSAT networks, fibre optics, hardware and software.

With a population of 51.9 million people, the Ukraine could be a market well worth exploring.

**Prague** — Participation in **ComNet Prague'94** (May 24-26), Central and Eastern Europe's largest and most comprehensive regional showcase for the telecommunications industry, will afford companies the prime opportunity to access this dynamic market.

The first **ComNet** in 1993 attracted more than 8,800 professional visitors from 21 countries.

Show organizers say that leading international financing institutions are providing substantial loans for improvement projects in, among others, the regions of the Czech Republic, Slovak Republic, Hungary, Poland, Romania and Bulgaria — areas in which the telecommunications market could be worth \$30 billion by the year 2000!

Contact the shows' Canadian representative: Ross A. Cowan, 81 Ramsgate, Ottawa, Ontario K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

unique opportunity to demonstrate their appropriate technologies and leadership to the world — particularly to officials from small island developing states.

They will have that opportunity — either by purchasing their own booth or by using Foreign Affairs and International Trade's information booth to display their product literature/brochures.

The event is **SUSTECH'94**, which is being held in conjunction with the **UN Global Conference on Sustainable Development for Small Island States**; the latter will represent 185 countries and is expected to attract 4000 persons.

**SUSTECH**, the international

### "Seouly" Electronic

**Seoul** — Canadian electronic machinery producers and buyers have an opportunity to explore this market in Korea.

All they need do is participate in the **Seoul International Electric Fair (SIEF'94)** being held in Seoul July 5-9, 1994.

Products being exhibited include: electrical rotating machinery; electrical stationary apparatus; switch and control gears; cables and wires; power generation facilities, technologies and services.

Companies wanting more information or considering participating in this event should contact — **before April 10, 1994** — The Korea Trade Centre, Toronto, Box 9, Suite 600, 65 Queen Street West, Toronto, Ontario M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

trade show, will attract leading companies from around the world that will display products in nine principal sectors.

These are: disaster preparedness; pharmacy and biotechnology; clean water; pollution control; alternate forms of energy; waste management; information technology; coastal and marine resource management; and environmentally-friendly consumer products.

Companies interested in participating in **SUSTECH'94** should contact Charlotte Hutson, Commercial Officer, Canadian High Commission, Bridgetown, Barbados. Tel.: 809-429-3550. Fax: 809-429-3780.

### ... and in Trinidad ...

**Port-of-Spain** — An international multi-sector trade exhibition, **EXPO'94**, is being held April 15-24 in this Trinidad capital.

Canadian companies are invited to participate, either through the purchase of their own booth or by using Foreign Affairs and International Trade's information booth to display their product literature.

More than 2,000 invitations have been sent to buyers in North America, Latin America, Europe, the Middle and Far East — so participating in this event could open doors to world markets.

Sectors covered in the 10-day show range from apparel and accessories, automotive components and cosmetic and personal care products to food and beverages, packaging materials and electric and electronic products.

Contact Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port-of-Spain, Trinidad. Tel.: 809-623-7254. Fax: 809-624-6440.