

Peru, Chile Events Explore Mining Markets

Lima — Companies engaged in mining equipment and related services have an opportunity to explore these markets through attending a trade fair being held in this Peruvian capital April 24-29, 1995.

There also is the option of being part of a follow-on mission (May 1-5, 1995) to Santiago, Chile to explore the mining prospects in that country.

The Peru event is **TECNO-MIN'95**, for which the Department of Foreign Affairs and International Trade (DFAIT) is organizing a Canadian Pavilion and now is recruiting participants.

Organizers say the time for a strong showing at **TECNO-MIN'95** is particularly opportune — given the fact that, in each of the next three years, Peru plans to spend US\$400 million on mining equipment and related services!

The follow-on mission to Santiago, Chile will afford Canadians the opportunity to maintain contact with the world's largest producer/exporter of copper.

With an annual demand of US\$500 million, Chile is Canada's premier Latin American market for mining equipment and services. (Persons wanting more information on this market can obtain the publication *Chilean Mining: Supply and Demand for Equipment and Services* from their local International Trade Centre).

For complete details on **TECNO-MIN'95** and the follow-on mission to Santiago, contact Paul Schutte, Latin America and Caribbean Trade Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Plastics a Priority in Sao Paulo

Sao Paulo — If your company has the resin, machinery, equipment, or the finished product, **BRASILPLAST'95** is the place to be!

Held once every two years, **BRASILPLAST'95** is the world's sixth-largest plastics show, and the southern hemisphere's largest. Show organizers expect a record-breaking 700 international exhibitors, with an estimated attendance of 72,000 visitors.

A trade only show, **BRASILPLAST'95**, is being held May 18-24, 1995 —and Foreign Affairs and International Trade will have a National Stand for which it now is recruiting participants!

In addition to direct plastics applications, if your company has packaging and labelling machinery with plastics application, **BRASILPLAST'95** is an excellent marketing opportunity for your firm. Brazil, with the world's eighth-largest economy, has undergone significant economic liberalization in recent years, marked by large tariff reductions,

bringing the average duty to only 6.5 per cent. As a result, Latin America's largest and most industrialised market has become increasingly open to a wider range of imports.

The Brazilian plastics sector is no exception, and is among the most rapidly growing areas of the economy. Driven to a large extent by the need to modernize to compete with imports, and a healthy pick up of activity in the packaging, automotive, and construction industries, the sector now generates nearly C\$7.5 billion in annual sales.

For further *market* information, contact Charles E. Perry, Commercial Officer, Canadian Consulate General, São Paulo, SP, Brazil. Fax: 011 (55-11) 251-5057.

For *show enrollment*, contact Jon Dundon, Latin America and Caribbean Trade Development Division, Department of Foreign Affairs and International Trade, Programs and Administration, Ottawa. Tel.: (613) 996-6921. Fax: (613) 944-0479.

20th Anniversary

Tokyo Set to Host Foodex '95

Tokyo — Asia's premiere food and beverage show, **Foodex '95**, will be held near Japan's capital city March 7 - 10, 1995.

Foodex, which in 1995, will be celebrating its 20th anniversary, attracts more than 86,000 trade visitors from 42 countries.

In 1994, Canadian exhibitors registered over \$5 million in sales and, in 1993, Japan's food imports grew by 5.5 per cent to exceed \$40 billion.

Participation in **Foodex** provides Canadian exporters an opportunity to grab a greater share of this market.

For more information on

Foodex '95, contact Lorraine Elworthy, Japan Trade Development Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 992-6185. Fax: (613) 943-8286.

Batibouw — from page 5

neighbouring countries).

Companies interested in participating in **BATIBOUW'95** or wishing further information on this event may contact Rachel Gauthier, Project Officer, Rhéal Leroux and Associates, Ottawa. Tel.: (613) 741-9397. Fax: (613) 741-9906.