Fashionable market is found in Spain by Montreal firm

The sale of $100,000 worth of clothing into the "highly competitive" Spanish market, represents "a real breakthrough" for a Montreal, Que. manufacturer of high fashion garments, report trade officials at the Canadian Embassy in Madrid.

The sale — and the resulting developments for Louben Sportswear Inc. — also represent, say trade officers, "a good example of how joint efforts with a Spanish company can make it possible for a major Canadian manufacturer to break into the very lucrative European Common Market with a trademark and high fashion line of extremely good quality."

The "good example" came about like this:

A Spanish company, Amelia Ravazzano of Madrid, displayed Louben's garments during the fall/winter fashion weeks held last February and March in Madrid and Barcelona. That resulted in the sale.

But now, say company spokesmen, negotiations are underway between the two groups to form Amelia Ravazzano Canada Ltd., with Louben as full partner.

It is anticipated, say trade officers, that Amelia Ravazzano will design a high fashion spring-summer collection, using both Canadian and European textiles, under the label Amelia Ravazzano Collection.

The collection will be manufactured in Canada and sold throughout the country by Louben's outlets. In addition, it will be sold by Ravazzano's outlets throughout the European Economic Community.

It is also expected, trade officers add, that both the Louben and Ravazzano lines will be shown at the spring/summer shows in Madrid, Paris, Milan, London, and, possibly, Tokyo.

Not bad style for a company that began its "breakthrough" with a fashionable $100,000 sale.

Indeed, as trade officers note: "It is an example to be followed."

Standards help

Technical help to exporters is available in the third edition of **International Certification and Approval Schemes**, published by the British Standards Institution. Information is provided on such schemes as the European Committee for Electro-Technical Standardization (CENELEC), Cenelec Electronics Components Committee (CECC), International Electronic Components (IECQ), Certification Association of the European Standardization Committee (CENCER), Economic Commission for Europe (ECE), and European Free Trade Association (EFTA). Copies of the publication, costing $114.65, are available from Standards Sales, Standards Council of Canada, 2000 Argentia Rd., Suite 2-401, Mississauga, Ontario L5N 1V8. In the Toronto area, phone 826-8110; elsewhere call toll-free 1-800-387-8242. ✦

"Fair" welcome to Eastern Europe

Zagreb — Time is running out and space is limited but there is still an opportunity for Canadian companies to participate in what is called "the largest and most important fair" in Yugoslavia.

Scheduled for September 13-20, the **Zagreb International Autumn Fair** is an annual "technical fair" that caters to virtually all sectors in the industrial equipment and services fields. And it is big.

Last year's event, say trade officials, attracted over 1,200 foreign exhibitors from 70 countries — and that's in addition to 1,800 domestic exhibitors. All in all, more than 500,000 visitors attended the fair.

This year, the Department of External Affairs will again sponsor a national exhibit, with plans calling for the incorporation of a complete information/reception area, meeting/discussion lounge, offices and individual exhibitors' booths.

Language and cultural differences, say trade officials, make the Yugoslav market difficult to penetrate but, they add, with preparation and perseverance, the area opens up a whole new world of export opportunities — running the gamut from fully manufactured goods to joint venture and licensing arrangements.

Indeed, the Yugoslav climate now is more conducive to Canadian imports, particularly of fully manufactured goods, including the design and supply of equipment for the production of energy, pulp and paper, and mineral transformation.

There are also opportunities in the communications sector, the supply of specialized measuring equipment, software services and other specialized technologies where domestic expertise has not been acquired.

Forestry exploitation machinery, industrial transportation and road-building equipment also represent areas of potential opportunity for Canadian exporters, say officials.

Companies interested in participating in the **Zagreb International Autumn Fair** — either through direct participation or through the display of brochures and product/services literature — or wishing more information on the event, should contact Helmut Schroeter of External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4344; or Hans Himmelsbach, USSR and Eastern Europe Trade Development Division (RBT), tel: 996-7940; or call Info Export.

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Plovdiv — One of the largest international trade events in Bulgaria, the **Plovdiv Autumn Fair** is slated for this Sept. 28-Oct. 5.

And, for the sixth consecutive year, Canada will be participating with an information booth under the auspices of the Department of External Affairs.

A major event in Bulgaria, the fair, say trade officials, is the venue at which approximately 15 per cent of Bulgaria's foreign contracts are signed.

While a large percentage of those contracts are with firms from other Eastern Bloc countries, opportunities, say officials, still exist for Canadian exporters — particularly those who are persistent and willing to overcome some language and customs frustrations.

Primarily an opportunity to make new business contacts and renew old ones, the fair, nevertheless, is a door-opener to new markets. Indeed, subject to contract signing, potential sales by Canadian participants at last year's event are in the area of $60-70 million.

The **Plovdiv Autumn Fair**, say organizers, focuses on a broad range of industrial goods. These include metal-working machinery and machine tools; transportation and materials-handling equipment; and industrial process, design, construction and machinery.

Covered as well are electronics and computers; expertise and equipment for electrical power generation and transmission; resource exploration, exploitation and processing equipment; and semi-manufactured materials.

Canadian companies wishing to participate in the fair through the display of brochures and product/services literature, or those wishing further information, should contact Michael Wondergem of External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or call Info Export.

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Brno — With the current Five-Year Plan (1986-1990) calling for the modernization of some of the country's most important industries, Czechoslovakia is open to "huge imports" of advanced machinery and equipment.

That, according to organizers, is the stage for the **International Engineering Fair**, now in its 29th run and scheduled for Brno this September 16-23.

Last year's event, say show organizers, attracted a record number of exhibitors — not to mention visitors whose numbers exceeded 480,000.

"The most important event of the Brno Exhibition Centre," this year's **International Engineering Fair** — at which the Department of External Affairs will have an information booth — will cover 18 machinery and engineering branches.

The branch to be emphasized this year, show organizers say, is advanced technologies in the mechanical engineering industries, with special attention being paid to machine tools and forming machines.

Designed to provide Czechoslovakia with new material engineering sector trade contacts, new co-production links with foreign partners and possible joint venture projects in third countries, Brno's **International Engineering Fair** also offers Canadian industry the opportunity to exhibit its machinery and engineering equipment to a country eager to modernize the material-technical basis of its industry.

Canadian companies seeking more information on this show or wishing to participate through the display of brochures product literature should contact Michael Wondergem of External Affairs' Marketing Promotion Europe Division (RWTF), tel: (613) 996-4547; or call Info Export. ✦