

Good Market in Switzerland for Process Control Equipment

Switzerland manufactures process control instruments and systems — yet 80 per cent of the country's components, instruments and computers are imported, primarily from Germany and the United States.

The country's strong interest in quality, automation, labour-saving devices (unemployment is 0.5%) and computer systems provides the ideal environment for the process control industry.

Switzerland's purchasing trends cover all sensing and data acquisition elements for practically all types of physical and analytical parameters, programmable controllers, process computers and peripheral equipment.

In 1989, the Swiss process control market was valued at an estimated \$375 million — excluding computers and peripheral equipment.

Electrical and electronic instruments account for 40 per cent of the market, followed by process computers (29%), non-electrical and non-electronic instruments (15%), and control valves (15%).

In the next five years, it is projected that capital intensive highly automated systems will grow in:

- process control computers and peripheral systems — by 82 per cent;
- electrical and electronic instruments — by 39 per cent;
- control valves — by 32 per cent; and
- non-electric and non-electronic instruments — by 25 per cent.

Trade Shows

• **Swiss Data, Basel:** Held every second year, this show features computers, peripheral equipment and software;

• **Computer, Lausanne:** This annual (April 23-26 this year) fair specializes in computers, peripherals and software;

• **Ineltec, Basel:** Alternating with Swiss Data every second year, this show (September 1-13 this year) covers electronic manufac-

turing equipment, instruments and controls;

• **IImac, Basel:** This fair, held every three years, features laboratory instruments and process controls for the pharmaceutical industry;

• **MicroTechnic, Zurich:** Held every two years, this show (October '91) is an international exhibition for production measurements and quality control; and

• **Swiss Tech, Basel:** This annual fair highlights sub-contracting, production techniques and industrial supplies.

For information, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Interested parties may also contact directly the Canadian Embassy, Commercial/Economic Division, 88 Kirchenfeldstrasse, 3005 Berne, Switzerland. Tel.: (31) 44 63 81. Fax: (31) 44 73 15. Telex: 911308 DMCN CH.

International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established International Trade Centres across Canada which provide a wide range of services to companies seeking export counselling.

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InvestTech '91 Workshops Slated for Cities Across Canada

Investment and technology officers from 21 Canadian embassies and consulates abroad will offer their specialized knowledge and experience to Canadian business people across Canada from April 22 to May 3.

The consultations are part of **InvestTech '91**.

Subjects for discussion cover such areas as strategic partnering, licensing of product or process technology from abroad, greenfield and equity investment, transfers of know-how and joint venturing.

So if you are looking for new technology from Europe or Asia, or a strategic alliance with a company in the U.S. or elsewhere, knowledgeable advice gained from these workshops can help immeasurably.

The events — one-on-one meetings, and workshops/seminars on key business concerns and interests — will be held in St. John's (April 23), Halifax (April 24), Montreal (April 25), Quebec City (April 25), Toronto (April 29), Ottawa (April 22), Winnipeg (April 30), Regina (April 30), Saskatoon (May 1), Calgary (April 30) and Vancouver (May 2). Selected officers will also make scheduled visits in 29 other centres.

InvestTech '91 is co-sponsored by the Investment Development Program and the Technology Inflow Program of External Affairs and International Trade Canada (EAITC), with the cooperation of Industry Science and Technology Canada (ISTC), the National Research Council (NRC), and provincial governments.

For more information on registration in your area, contact EAITC's Info Export. Fax: (613) 996-9709. Tel. (toll free): 1-800-267-8376 (Ottawa area: 993-6435).