

## Construct Canada 2004

### International focus at Canada's largest construction show

**TORONTO** — November 30 - December 3, 2004 — International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the 16<sup>th</sup> annual **Construct Canada 2004**.

This event is held concurrently with **HomeBuilder & Renovator Expo, PM Expo, Concrete Canada**, and **DesignTrends**. With over 21,000 attendees and 1,000 exhibits, the five shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 49 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have organized an international business program.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, the Canadian Trade Commissioner Service of International Trade Canada, Ontario Exports Inc., and the Canadian Construction Association.

#### International Business Program

##### November 30: Tours of projects in the Toronto market

The morning tour will provide international visitors and Canadian trade commissioners with a first-hand look at examples of residential site planning, construction practices, materials and technologies used by home builders in

the Toronto market. The afternoon tour will see some of Toronto's most innovative and exciting projects being undertaken by internationally renowned architects.

##### December 1: Presentations, luncheon and networking session

This session provides an overview of Team Canada Inc trade programs, services and resources offered by the federal and provincial government as well as Crown corporations to assist Canadian firms in exporting their products and services. Discussions will include advice on how a Canadian company can effectively use Internet resources such as the Virtual Trade Commissioner, Export Source and Strategis to research foreign markets and to promote their company abroad.

##### Canadian energy-efficient building systems

This seminar is designed especially for visitors to Canada and will be delivered by technical experts from CMHC. The presentation will include information on durability, structural integrity, fire safety, energy efficient building envelopes, design flexibility and occupant comfort and health.

##### U.K. construction market

Consider diversifying your international construction or building materials business to the United Kingdom. The U.K. has a common language and common business practices, and has become a top destination for Canadian exporting companies. This session will

outline the U.K. residential and commercial construction markets and will highlight opportunities in those markets.

##### Networking luncheon

This luncheon will provide an opportunity to meet and network with international visitors and foreign companies in the construction and building products sector. Admission to the luncheon for international visitors is included in the registration fee. Canadian firms and executives can purchase individual tickets.

##### International networking session

This afternoon session will feature Canadian architects, contractors, engineers, manufacturers and suppliers who can meet with International delegates and members of the Canadian Trade Commissioner Service from key foreign markets to discuss export opportunities in their respective markets.

##### December 2 and 3: Visit exhibits

These two days will be devoted to touring the 1,000 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor.

An international business centre will be open at Construct Canada to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

**For more information**, or to register for the International Business Program, contact Evelyn Silverstone, tel.: (416) 512-1215, ext. 229, e-mail: [evelyn@yorkcom.to](mailto:evelyn@yorkcom.to) Web site: [www.constructcanada.com](http://www.constructcanada.com)

## German organic food fair serves it up

**NUREMBERG, GERMANY** — February 24-27, 2005 — Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canadian pavilion at **BIOFACH**, the world's largest organic trade fair with some 29,500 buyers.

Agriculture and Agri-Food Canada will organize and manage the Canadian pavilion. Exhibitors will benefit from quality services that include pavilion

management, a business centre, meeting room, on-site storage, a lounge, bar and kitchen facilities.

And expect heavy traffic at the Canadian pavilion, which will be ideally located next to the 'country of the year' to maximize visibility. New this year is a free space in the Organic Garden, which will also be used to highlight products. In addition to the pavilion, the Canada Information Centre will be staffed by experienced trade profes-

sionals who will provide on-site market intelligence and trade promotion support and will direct qualified buyers to Canadian products and services.

**For more information**, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: [bonnerb@agr.gc.ca](mailto:bonnerb@agr.gc.ca), Web site: [www.atn-riac.agr.ca/biofach](http://www.atn-riac.agr.ca/biofach).

## Arab Health fair leads the way

**DUBAI, UNITED ARAB EMIRATES** — February 12-15, 2005 — For the fifth consecutive year, the Canadian Consulate in Dubai will organize a Canadian pavilion at the Persian Gulf region's largest and most important health trade show, **Arab Health Exhibition and Congress 2005**.

The exhibition showcases the newest state-of-the-art products and technology in health care, including international health services, surgery, biotechnology, dental health, radiology, laboratory equipment, pharmaceuticals, rehabilitation, telehealth and pathology.

In 2004, the exhibition attracted some 25,000 visitors, mainly from countries in the Gulf region such as Saudi Arabia, Kuwait, Oman, Bahrain, Qatar and Iran, as well as from the Commonwealth of Independent States, Africa, Europe, the Indian subcontinent and other parts of the world. The last event attracted about 1,500 exhibitors and 26 international pavilions from 50 countries.

For 30 years, Arab Health has led the way in health care exhibitions and conferences throughout the Gulf and Middle East regions. It is the ideal forum for Canadian companies to

demonstrate the latest products and technology in one of the world's fastest-growing health care markets.

The market for health care products, services and expertise is strong throughout the Gulf region. The United Arab Emirates (U.A.E.) government alone is planning to double its hospital bed capacity over the next decade. In addition, the Dubai Healthcare City, another massive health industry project that will serve the whole U.A.E., represents a major opportunity for Canadian health care expertise.

This exhibition and conference is a unique platform for overseas manufacturers to establish a foothold in this affluent region and to develop existing business.

**For more information**, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, e-mail: [fouad.soueid@international.gc.ca](mailto:fouad.soueid@international.gc.ca), or Venky Rao, Arab Health Exhibition and Conference Organizers' Representative, tel.: (905) 896-7815, e-mail: [arabhealth@rogers.com](mailto:arabhealth@rogers.com), or Al Hinton, Ontario Exports Inc., tel.: (416) 325-6792, e-mail: [al.hinton@edt.gov.on.ca](mailto:al.hinton@edt.gov.on.ca), Web site: [www.arabhealthonline.com](http://www.arabhealthonline.com).

## Middle East graphics show set to expand

**DUBAI, UNITED ARAB EMIRATES** — February 1-3, 2005 — **Sign & Graphic Imaging Middle East** is the international exhibition for the signage and digital industry. This fair is set to further expand its profile to include labelling and marking technologies, films, point of sale/purchase advertising, photo imaging, logo design, packaging and media advertising.

Opportunities in the Middle East are immense and the retail sector is becoming more competitive every year. Last year's edition attracted some 145 exhibitors from 24 countries and witnessed a record-breaking turnout of 6,203 industry professionals.

By exhibiting at this show, Canadian companies can target a vast range of commercial segments like retail, real estate, project development, architectural specifiers, advertising consultants, graphic designers, brand consultants and architects.

**For more information**, contact Venky Rao, e-mail: [venkyrao@rogers.com](mailto:venkyrao@rogers.com), tel.: (905) 896-7815, Web site: [www.signmiddleeast.com](http://www.signmiddleeast.com).