

Mexico, South America**Markets Hotly Pursued Through EAITC Shows**

While limited, space still remains for companies interested in participating in Mexico and South America trade fairs organized by External Affairs and International Trade Canada.

Briefly — the original recruitment was detailed in **CanadExport**, Vol. 10, No. 21, 1992 — the shows are:

Monterrey — METAL EXPOMEX'93 — March 9 to 12, 1993. Mexico's machine tools import market, valued at an estimated US\$324 million annually, is the focus of this show. Products with the best sales prospects range from numerically-controlled machine tools, lathes, milling machines, gear-cutting and finishing machines, to polishing and moulding machines, copying machines, wedges, knives, and blades. Contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Sao Paulo — The timing — April 13 to 16, 1993 — of **TELEXPO'93** could hardly be better for companies that are seriously interested in exploring Brazil's telecommunications market. This **3rd International Telecommunications, Broadcasting and Teleinformatics** trade show comes at a time when Brazil is deregulating and opening its market to international competition and abolishing its restrictions on the import of similar locally-manufactured telecommunications products. What's more, all aspects of the country's communications market are valued at

US\$3.6 billion — and **TELEBRAS**, the state telecommunications holding company, in its 1991 annual report, says there are plans to invest US \$19 billion in the industry through to 1996. Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

Mexico City — EXPO-PAK'93 — May 18-21, 1993. Should interest packaging and labelling industry suppliers and manufacturers wishing to break into or expand their presence in the Mexican marketplace. Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

Ukraine Catalogue Show Recruits Participants

Odessa — A unique opportunity exists for Canadian products and services to be professionally represented in the rapidly expanding Ukrainian market.

The occasion is the **First Canadian Catalogue Exposition (CONCORD'93)** being held April 15 to May 15 at the Main Exhibition Hall in Odessa, Ukraine.

Noting that the Ukraine "is moving speedily into the free market," show representatives add that participation in **CONCORD'93** offers "an opportunity to establish your company inexpensively in a potentially huge market of more than 50 million people" and "the opportunity to expand your sales and profits significantly in a new environment."

Odessa itself is a city with more than 1,000,000 inhabitants; it also is a trade nexus and a transport hub — there are 50 kilometres of dock facilities fronting on an excellent deep-water port that connects with extensive roads, rail and air links to Russia and

neighbouring countries.

CONCORD'93 organizers guarantee that company product and services catalogues will be given maximum exposure at his exhibition which is being aggressively supported by the press, TV and radio.

They also say that your catalogue "will be eagerly scanned by the cream of the country's industrial, trade and government decision-makers researching new technologies, products and services."

An added bonus will be a reference library in which companies' promotional material will be maintained — free of charge for a full year — in Odessa for reference by interested parties.

For further information on costs — there is a catalogue fee — or participation, contact — **before March 15, 1993** — Jake Korol, President, **KOBICO Worldwide Import/Export Inc.**, 21 Bradwick Drive, Units 11 & 12, Concord, Ontario L4K 1K6. Tel.: (416) 660-7944. Fax: (416) 660-0812.