

BANGKOK, THAILAND — May 16-20, 2001 — Environmental technology takes the spotlight at **Entech/Pollutec Asia 2001**, the 11th International Exhibition of Environmental Protection and Pollution Control Technology and Thailand's largest environmental trade show. Organized by Miller Freeman Thailand, the event will be held this year at the new Bangkok International Trade and Exhibition Centre.

In 2000, the show featured over 150 exhibitors from 24 countries, attracting close to 30,000 visitors. This year, 200 exhibitors from 25 countries have signed up, and attendance should set a new record.

At the high-profile event, companies showcase their technologies,

Entech/Pollutec Asia 2001 in Bangkok

learn about the latest opportunities in the Thai environmental market, and establish business relationships with government agencies and local private firms.

Investment in environmental protection and pollution control is on the increase in Thailand. To learn about opportunities for Canadian firms in the Thai environmental sector, visit: www.infoexport.gc.ca/main-e.asp?act=9&sid=584&oid=291&cid=50

For more information, contact:

- Commercial Section, Canadian Embassy, Bangkok, tel.: (011-66-2) 636-0540, fax: (011-66-2) 636-0568, Web site: www.dfait-maeci.gc.ca/bangkok/frame-e.asp?PAGE2=trade/menu-e.htm

[bangkok/frame-e.asp?PAGE2=trade/menu-e.htm](http://www.dfait-maeci.gc.ca/bangkok/frame-e.asp?PAGE2=trade/menu-e.htm)

- Carolyn Knobel, Third Secretary (Commercial), e-mail: carolyn.knobel@dfait-maeci.gc.ca
- Surin Thanalertkul, Commercial Officer, e-mail: surin.thanalertkul@dfait-maeci.gc.ca
- Patcharin Jedadajin, Project Manager, Miller Freeman Thailand, tel.: (011-66-2) 642-6911/-6918, ext. 24, fax: (011-66-2) 642-6919/-6920, e-mail: patcharin@thai-exhibition.com Web site: www.thai-exhibition.com or www.thai-exhibition.com/Entech_Pollutec_Asia/entech_pollutec_asia.htm ★

Seoul's largest environmental trade show

SEOUL, KOREA — June 11-14, 2001 — **Envex 2001** is the largest annual environmental trade show in Korea and is the best place to meet Korean environmental industry leaders and a local partner. At **Envex 2000**, 216 companies exhibited, 40% of which were from outside Korea. The Canadian Embassy in Seoul is organizing a Canadian Pavilion and will offer exhibitors:

- pre-show evaluation of market prospects
- identification of qualified contacts
- a briefing on doing business in Korea
- a Canadian environmental technology showcase seminar
- one-on-one meetings following the seminar
- free interpreting services

Deadline for registration for the Canadian Pavilion is **March 20, 2001**.

Background

By 2005, the Korean government plans to spend \$98 billion on the environment, of which \$45 billion will be used to build 600 environmental facilities. Korea is currently 55% short of sewage treatment plants and 90% short of waste incineration plants.

The Ministry of the Environment (MOE) priorities are water quality (approximately 50% of the MOE budget), solid waste management, and air quality. Water quality is especially critical because of the deterioration of drinking water sources for major cities, including Seoul. Solid waste management is becoming a pressing concern as existing landfill sites fill up. Volatile organic compounds and urban ozone are the main air quality issues.

The Korean market offers good opportunities for Canadian suppliers of advanced water treatment technologies, in particular those used for recycling water. The best way to penetrate the market is through an alliance with a local manufacturer who performs final assembly with high-tech components imported from the Canadian supplier.

For more information, contact Yon-Ho Choi, Commercial Officer, Canadian Embassy, Seoul, tel.: (011-82-2) 3455-6051, fax: (011-82-2) 755-0686, e-mail: envex@seoul.gc.ca ★

Canadian Lifestyle Showcase in Japan

KOBE, JAPAN — April 26-May 8, 2001 — The Canadian Consulate General in Osaka will hold a **Canadian Lifestyle Showcase** as part of this spring's "Think Canada 2001" campaign. The Showcase will be held in central Kobe during the popular "Golden Week".

Canadian companies interested in pursuing the Japanese market will have the opportunity to access the lucrative Kansai consumer base. The show will feature a demonstration of Canadian lifestyles, and will

include products such as fashionable coats, sweaters, outerwear, sporting goods, outdoor activity equipment, household furniture, interior accessories, as well as fine foods and beverages.

For more information on participating, either in person or through a representative, contact the Canadian Consulate General in Osaka, tel.: (011-81-6) 6212-4910, fax: (011-81-6) 6212-4914, e-mail: osaka.htech@dfait-maeci.gc.ca ★