

ASEAN Construction Engineering and Building Products Mission Set for March

SINGAPORE, PHILIPPINES, VIETNAM — March 9-25, 2000 — An Association of Southeast Asia Nations (ASEAN) trade mission focusing on construction engineering and building products is being organized by the Toronto International Trade Centre (ITC) and Canada Mortgage and Housing Corporation (CMHC).

The mission starts out in Singapore (March 9-12) with export matchmaking sessions with buyers and sellers, meetings with government and private-sector officials, including the Singapore Housing Development Board, Singapore Construction and Industrial Development Authority, and Singapore Contractors Association Ltd., as well as a number of site tours and visits.

In Manila (March 13-21), mission delegates will have the opportunity to participate in **WorldBex**, one of the region's leading architectural and building products trade shows. Options are available for both solo

and shared booths. In addition to the trade show, a number of other events have been organized, including export matchmaking sessions, as well as joint venture and technology transfer matches and meetings with government and private-sector officials, including the National Housing Authority, Housing and Urban Development and Coordination Council, Philippine Institute of Architects, and major distributors.

The mission ends in **Ho Chi Minh City** (March 22-24) where delegates will again take part in matchmaking sessions, site tours and meetings with government officials, including representatives of the new Special Operating Agency, which was created to guide Vietnam's efforts to establish a market-based economy. Delegates will

also be treated to a special presentation by Richmond Hill's **BuildTech International** of its Showcase Distribution Model, an innovative approach to explore and penetrate the Vietnamese market. BuildTech, which signed a memorandum of understanding with the Agency, has established a facility in Ho Chi Minh City to offer services to prospective Canadian exporters and importers.

For more information, or to register, contact CMHC, Carol Kerley (416-218-3345), Kathy Tangorra (416-218-3343), fax: 416-250-3203, the Toronto ITC, Lynn Fisher (416-973-5063), Alan Ballak (416-952-4771), or Laurie D'Souza (OEI) (416-325-6514). *

Vietnam's Premier Agricultural and Agri-food Trade Show Growing Strong

HO CHI MINH CITY — May 18-20, 2000 — Canadian agriculture and agri-food companies with an interest in expanding their export markets to Vietnam are invited to participate in **Agro Mart 2000**, the only international trade exhibition devoted to agriculture, agri-food and food processing in Vietnam.

With a proven track record for creating business success, **Agro Mart** represents an excellent opportunity for Canadian exporters in the agriculture and agri-food sector to generate a market entry strategy or expand current market operations.

This annual show, organized through **Jaarbeurs, Holland**, has attracted over 500 companies from 17 countries since 1991. A survey from **Agro Mart'99** showed that an

overwhelming majority of exhibitors and visitors plan to participate again in **Agro Mart 2000**, with 84 per cent of exhibitors rating their new business contacts both in Vietnam and elsewhere in the region as excellent, good or satisfactory.

The Canadian Consulate General in Ho Chi Minh City invites Canadian agri-food companies, as well as breeding, processing and packaging specialists to join in an official Canadian representation at this important show. If a trip to Vietnam is not possible this year the Consulate can display your company's promotional material, including videos, brochures and samples.

Agro Mart 2000 will give Canadian companies access to emerging opportunities in this prominent economic

sector, which is in ever-increasing need for foreign technology and expertise in this area. In addition, the rising living standards and consumer purchasing power in Vietnam has created a growing market for imported food and beverage products.

Agro Mart 2000 is expected to attract some 12,000 visitors, including a large percentage of managers with decision-making and purchasing authority.

For further information, contact **Bonny Berger**, Trade Commissioner, Canadian Consulate General, Ho Chi Minh City, tel.: (011-848) 824-5025, fax: (011-848) 829-4528, e-mail: bonny.berger@dfait-maeci.gc.ca or **Carolyn Knobel**, Trade Commissioner, Southeast Asia Division, DFAIT, tel.: (613) 995-7662, fax: (613) 944-1604, e-mail: carolyn.knobel@dfait-maeci.gc.ca *