

Germany — from page 1

major fairs, the main ones being in Hanover, Frankfurt, Cologne, Munich and Duesseldorf.

Among the various trade expansion options open to Canadian companies, trade fairs and missions are the most effective means of penetrating the German market.

Trade fairs furnish an excellent birds-eye view of the market and its trends and give opportunities to meet new agents and distributors, to maintain good business relations, to develop market strategies, and above all, to see what the competition is doing.

Realizing the importance of the German fairs as a vehicle for promoting Canadian international trade, the Western Europe Trade,

Investment and Technology Division of Foreign Affairs and International Trade (see address in *Main Contacts below*) has, with private-sector associations, other federal and provincial departments and our missions in Europe, planned some 25 trade fairs and missions to Europe over the next several months.

It has used a series of programs whose primary objective is to facilitate trade. Their names are the World Market Development Fund, the Going Global Fund via the Investment Development Program, the Foreign Market Development Program, and the New Exporters to Overseas Program.

These programs rest on the premise that businesses wishing to export their products to Euro-

pean markets gain valuable experience when they exhibit their products at the right trade fairs. For Canadian companies aiming at penetrating the German market, these fairs are a must.

Trade Fairs and Missions statistics prove that a positive correlation exists between sales and increased presence of Canadian firms at trade fairs. The more visible a firm is, the more it sells.

Something to Bear in Mind

No Canadian business can afford to ignore Europe, and Germany is the hub of Europe. Even if Germany does not figure among your target countries in Europe it is an excellent yardstick for the continent.

These fairs are international. Millions of dollars in sales are generated at them each year by non-German business people. Moreover, if a product meets German environmental and other standards it will probably meet all the European criteria. Germany provides an opportunity to penetrate the markets of Eastern Europe.

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Dear Readers,

It is with great pleasure that I assume the role recently vacated by Sylvie Bédard.

The least I can say is that Sylvie was right: the job is fascinating.

All I want to say at this time, on behalf of the *CanadExport* team, is how happy we all are to work with you in the months ahead to make the newsletter even better.

We will ensure that your comments are taken into consideration so that *CanadExport* becomes an even more valuable link between the Canadian business community and international markets.

Looking forward to hearing from you.

Amir Guindi, *Editor-in-Chief*

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