

TRADE FAIRS AROUND THE WORLD

Middle East Toy Show is Serious Business

DUBAI, UNITED ARAB EMIRATES — The fun world of toys, games and hobbies is serious business, as will be discovered by those who participate in **The Middle East International Toys, Games & Hobbies Exhibition & Conference** being held here March 11-14, 1996.

This market worldwide is valued at US\$52 billion and manu-

facturers and retailers are aggressively exploring new growth areas — a prime region being the Middle East, with Dubai being the gateway to markets of more than one billion consumers.

Indeed, it's a market not to be toyed with. It has one of the world's: youngest populations; highest per capita incomes; and

highest ratios of leisure time. As well, an average family has six children; half the space in shopping malls is devoted to children's shops; the multi-cultural society has a rich history of seasonal gift giving; and newly enforced copyright laws encourage substantial foreign investment.

At the first exhibition earlier this year, orders worth over US\$10 million were recorded. Participants included an impressive 223 companies from 22 countries, with buyers coming from a total of 47 countries.

For registration details and other information, contact the show organizer's Canadian representative, Andrée Nahabet, President, TechnAutour Inc., Outremont, Quebec, Tel.: (514) 276-0012; Fax: (514) 276-4311.

Communications in Spotlight at Five-Event Mid-East Show

DUBAI, UNITED ARAB EMIRATES — A five-event, all-under-one-roof exposition that covers the spectrum of communications techniques and services is being held April 21-23, 1996 in this market-oriented city strategically situated at the crossroads of the information superhighway.

The **Middle East International Communications Expo (MIDCOM'96)**, which provides participants the best possible opportunity to profit from the communications boom that has taken off in the Middle East, is comprised of:

- * **Telecom'96** — focuses on telecoms infrastructures, upgrades and state-of-the-art systems;
- * **Broadcasting'96** — spotlights systems and technologies, from telephony to space stations;
- * **Midcab & Midsat'96** — a twin show that focuses on cable and satellite TV technology;
- * **Programme Sales'96** — provides a forum for international and local production houses and TV stations; and
- * **Networking'96** — covers a range of networking applications, including messaging, office productivity, inventory control, video conferencing, and multimedia.

Companies that want to showcase their products and services to a market that has the spending power to buy the latest systems will find that **MIDCOM'96** is the highway to take.

Registration and other details on **MIDCOM'96** are available from the show organizer's Canadian representative, Andrée Nahabet, President, TechnAutour Inc., Outremont, Quebec, Tel.: (514) 276-0012; Fax: (514) 276-4311.

Security in India

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equipment for forensic science laboratories; police/fire fighting equipment; radio communications and traffic monitoring systems.

ISE'95 is organized by the India Trade Promotion Organization in collaboration with the government's Central Industrial Security Force.

Complete details on ISE'95 are available from High Commission of India, Ottawa, Tel.: (613) 744-3751; Fax: (613) 744-0913.