

## Strong Canadian Presence at Leipzig Construction Fair

Thirty-one participants from across Canada participated in BAUFACH '98, the Leipzig Construction Fair, which took place October 22-26 (See the June 2, 1997, issue of *CanadExport*). The fair attracted nearly 110,000 visitors from 59 countries, who came to view the products and services shown by 1,733 exhibitors from 34 countries. The Canadian exhibitors, many of whom were small and medium-sized companies, shared space with the Canadian Embassy, the Canada Mortgage and Housing Corporation, the governments of New Brunswick and Nova Scotia, the Quebec Wood Export Bureau, the Export Building

Products Initiative of Manitoba, and the Canadian Manufactured Housing Institute.

Visitor response confirmed that Canadian construction technologies are being recognized in Germany and other European markets as innovative and affordable in comparison with conventional building practices.

"This fair has been very valuable in allowing us to introduce our ecologically sound and financially sensible Canadian building methods," said Canadian exhibitor John Reimer, president of Olympic Building Systems. Added David Toews of Newton Homes, "It is shows like

this that allow our Canadian firms to build far-reaching relationships."

The German Building Minister, Professor Klaus Töpfer, paid a special visit to the Canadian exhibitors area and acknowledged the contribution that Canadian technologies and products can make in addressing German market needs, especially in the eastern states.

BAUFACH also provided an excellent platform for the Canadian participants to receive visitors from neighbouring countries in Central and Eastern Europe, as well as housing industry experts from Japan, China, the Middle East and Latin America.

## Singapore Hosts Multi-communications Trade Show Event

SINGAPORE — June 2-5, 1998 — Coinciding with the APEC Telecommunications and Information Industry Ministerial Meeting (June 4-5) are a trio of important communications trade shows — CommunicAsia '98, NetworkAsia '98, and BroadcastAsia '98.

CommunicAsia '98 — incorporating Mobile CommAsia '98 — is Asia's leading and largest event for the electronic, cellular, radio and satellite communications and information technology industry. In conjunction with UNILINK, Industry Canada and the High Commission in Singapore are organizing a Canadian national pavilion, along with a series of activities, including briefings, partnering events and trade support, to

assist Canadian companies in their marketing endeavours.

NetworkAsia '98, the premier exhibition for the networking industry, expects to attract international visitors from a variety of industries, including air, land and sea transport, defence and security services, and manufacturing. A special feature of NetworkAsia '98 will be the NetworkAsiaNet — an operational enterprise network that will connect all CommunicAsia and NetworkAsia exhibitors during the show.

BroadcastAsia '98, one of the world's premier trade events for the sound, film and video industry, is being held in conjunction with Professional AudioTechnology '98, the 3rd Asian International Trade

Showcase for professional audio equipment, services and technology, and CableSat '98, the 2nd Asian International Trade Showcase for Cable and Satellite Technology and Services.

For more information on any of these trade shows, contact Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025; or Dan Byron, Industry Canada, tel.: (613) 991-4903, fax: (613) 990-3858, e-mail: byron.daniel@ic.gc.ca; or Eric Barker, Trade Commissioner, Industry Canada, Vancouver, tel.: (604) 666-1407, fax: (604) 666-0954, e-mail: barker.eric@ic.gc.ca