

Product Licensing

Atlanta '96 Summer Olympic Games Yield Canada Licensing Prospects

The Atlanta Committee for the 1996 Summer Olympic Games (ACOG) advises that product licensees should concentrate their business interests as primes with well established distribution networks, in joint ventures or as suppliers.

Canadian companies must be able to commercialize their licenses from as early as August 10, 1992 immediately following the completion of the Barcelona Summer Games. To maximize their licensing royalties, ACOG indicates that applications will be received in May 1992 and licenses will be awarded as early as June 1992 to begin the sale of licensed products after August 10, 1992.

Within this very short time schedule: (a) current Olympic product licensees in Canada would be well advised to inform ACOG and the Olympic Trust of Canada of their intentions to apply for product licenses; (b) Companies wishing to acquire an Olympic product license for a product not licensed in Canada by the Olympic Trust of Canada would be well advised to apply to ACOG and to the Olympic Trust of Canada before the end of May 1992 since all applications will be considered by ACOG in June 1992 - applications must demonstrate sound financial histories and already established distribution networks; (c) Canadian firms wishing to apply for product licenses outside Canada should advise ACOG of their intentions, and at the same time, begin negotiations with foreign partners in third countries in which the product license will be commercialized.

Contacts are:

Donald Simpson, VP Marketing, Olympic Trust of Canada, 2 St. Clair Ave. West, Suite 606, Toronto, Ontario M4V 1L5;

Tel.: (416) 967-6681; Fax: (416) 967-4902.

Robert Hollander, Director of Merchandising, ACOG, 250 Williams St., Suite 6000, P.O. Box 1996, Atlanta, Georgia 30301-

1996, USA; Tel.: (404) 224-1629; Fax: (404) 224-1997.

David Peippo, Assistant Trade Commissioner, Canadian Consulate General, Atlanta, Georgia; Tel.: (404) 577-6810; Fax: (404) 524-5046.

Two (Food) Shows in One in Japan

Osaka — Canadian companies are being encouraged to participate in "two shows in one" at which the Canadian Consulate General in Osaka will have an information booth.

On the October 23-26, 1992 menu is the **6th Japan International Food Engineering & Industry Show (6th JIFES)** which, on the machinery side, features processing, packaging, materials handling and technology, and, on the food side, processed foods.

Participation in this event helps companies to establish better communication and relationships among food manufacturers, distributors and consumers. It also helps them to keep abreast of the latest trends in this lucrative Japanese market.

Those market trends indicate that:

- the heat and serve market is developing because of growth in two-income families;
- Western cuisine (in restaurants and fast food outlets, as well as in convenience and snack foods) is growing in popularity; and
- Japan's hotel and accommodation sector is becoming internationalized.

The show location also plays a significant role for companies trying to break into or expand their presence in this market:

Osaka, with a population of 22 million, is Japan's second-largest industrial, financial and commercial centre whose economy is almost equal to that of Canada (i.e. 3 per cent of the world's GNP).

JIFES, a specialized exhibition of food machinery, processed foods, and related industrial technology, is held every two years.

The 1990 **JIFES** attracted 443 exhibitors, 109 of which were from 15 overseas countries. This year's event is expected to equal or better that number, with an anticipated attendance of 120,000 visitors.

Main food exhibits include processed meat, poultry and marine food; dairy and sugar products; confectionery, bread and snack food; canned, bottled and frozen food; spices and alcoholic drinks.

Machinery exhibit classifications are: meat and marine products processing machinery; confectionery and bakery machinery; kitchen machinery; food processing machinery; and food packaging and materials handling machinery.

Interested parties seeking more information on participation should contact Greg Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 943-8286.