

Hardware, Houseware Show Gateway to Caribbean Market

San Juan — If you're in the building/construction/hardware and alternate energy products fields and looking to develop existing and explore future markets in the Caribbean, then this Puerto Rico capital is the place to be February 1-3, 1991.

That's when the **Hardware/Houseware Show of the Caribbean** will be held at the Roberto Clemente Coliseum.

Some space still is available — first come-first served — at a stand secured by External Affairs and International Trade Canada (EAITC), which has mounted successful national exhibits here on four separate occasions.

Previous Canadian exhibitors have always been satisfied with the show, primarily because of the 12,000 to 15,000 trade visitors it attracts, but also because it affords an excellent opportunity to make contacts, appoint agents and distributors, and meet wholesalers, contractors and end users.

Show participants are likely to find their products in great demand as the construction and refurbishing of hotels, office towers and stores is evident throughout the Caribbean — a region in which 43 million people can make a potentially lucrative market.

For further information on the **Hardware/Houseware Show of the Caribbean** contact Mrs. E. Kelso, Fairs and Missions (LCTF), Caribbean and Central America Trade Development Division, EAITC. Tel.: (613) 996-5359. Fax: (613) 996-0677.

When Opportunity Knocks, Franchising Can Open the Door

Opportunity is knocking for Canadian firms seeking to franchise their operations in the growing and lucrative Asia Pacific region.

That's one of the conclusions reached in *Assessing Franchising Opportunities in Singapore*, one of a number of market studies being produced by Canadian posts worldwide.

Growth in services has made Singapore an internationally competitive and strategic service centre. The report also reveals that the government in Singapore is promoting the development of technical, creative, entertainment and leisure services.

While the market study indicates that, in 1989, retail franchises accounted for only 1 per cent of total retail sales in Singapore (compared to 35 per cent in the United States and 15 per cent to 20 per cent in Europe), it envisages that, with a continuing strong economic growth, combined with a growing and affluent population, and an increase in local consumer spending, the demand for franchising opportunities in the Singapore market will multiply.

This prognosis bodes well for potential Canadian franchisors — especially those engaged in the two categories of franchising which the study describes as being relatively untapped. These are:

- Business to Consumer Franchises (fast food, restaurant, hotel, fashion retail outlets) that sell products or services directly to the public.

- Business to Business Franchises (hotel management, mail services, copying and printing, computer and software distribution and training) that cater to other business that cannot provide these services for themselves.

At this time, no established relationship between franchisees and banks exists in Singapore. Financing of such businesses often must take the form of equity.

Furthermore, as the report points out, "Canadians should be aware of ethnocentrism in the way they do business. Singapore and Malaysia, as former British colonies, have a pseudo-British fashion of doing business which relies on the 'old boy' network. Consulting local consultants or merchant banks can pave over many of the stumbling blocks."

Like all the sectoral reports produced by the Canadian High Commission in Singapore, *Assessing Franchising Opportunities in Singapore*, includes a list of key government and industry contacts. Consult the appendices to best target your marketing approach.

For a copy of the report, contact Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9709.

China Opens Office

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CNTIC has negotiated contracts worth more than \$500 million with Canadian companies, including Northern Telecom Ltd., GE Canada Inc., and ABB Lummus Canada.

For further information on doing business with the CNTIC, contact China National Technical Import Corporation (CNTIC), 2 Pardee Avenue, Suite 102, Toronto, Ontario, M6K 3H5. Tel.: (416) 516-0923. Fax: (416) 516-0529.

Trade Contacts Update

The telephone and facsimile numbers have changed at the Canadian Embassy in Budapest, Hungary. The new numbers are, tel.: (011-36-1) 176-7686/176-7712; fax: (011-36-1) 176-7689.

The facsimile number for the Canadian High Commission in

New Delhi, India is: (011-91-11) 687-6579.

Effective January 1, 1991, the telephone number at the Canadian Embassy in Tokyo, Japan will be: (011-81-3) 3408-2101. Fax numbers will be: (011-81-3) 3470-7280/3479-5320.