

Gourmet International 99 an Exporters' Feast

MONTREAL — April 29, 1999 — Gourmet International 99 (GI99), billed as the best agri-food export show in Canada and the only Canadian agri-food show dedicated exclusively to exports, will be held at the Montréal Bonaventure HILTON.

This one-day show will offer Canadian businesses an exceptional opportunity to show their products to nearly 100 foreign buyers.

Gourmet International's reputation is growing, and this is due to its governing principle: quick closing of export sales! Polls of last year's exhibitors and buyers report sales of over \$20 million.

Unique feature

GI99 has a unique feature that distinguishes it from all other trade fairs: it is a private show accessible only to the export managers of Canadian exhibitors, who will meet 100 or

so specially invited and qualified foreign buyers over table-top demonstrations of their products.

GI99 casts its net worldwide to recruit buyers — through Canadian embassies and consulates and Quebec trade delegations abroad — most closely suited to exhibitors' needs and expectations, so that the firms represented and the products displayed open up unique business prospects for each participant.

For 1999, buyers are expected from the United States (55 per cent), Asia (25 per cent), Europe and Middle East (10 per cent), Latin America and the Caribbean (5 per cent).

GI99 is different from other trade shows in that it is private, thus affording unrivalled opportunities to form business relationships with qualified international importers and distributors. It is a show devoted exclusively to exhibitors seeking to develop export markets.

Opportunities abound

Every year, Gourmet International offers:

- growing numbers of exhibitors and buyers;
- an increasingly varied range of products;
- carefully screened buyers from ever more diverse regions of the world;
- a wealth of business opportunities;
- a highly favourable business potential.

Exhibiting at GI99 is the most cost effective way (\$700 per booth) and most efficient of all food shows in Canada:

- to boost your international sales;
- to establish new contacts;
- to develop new export markets;
- to make your firm and your products known worldwide;
- to meet distributors serving a wide range of markets;

Continued on page 16 — GI99

Sports and Leisure Show in Tunis

TUNIS, TUNISIA — May 12-15, 1999 — The 5th International Exhibition of Sports and Leisure Equipment, RIADHA '99, is the only specialized show of its kind in Tunisia.

The products on display include equipment for individual and team sports, water sports, sports halls, saunas, martial arts, racing (bicycles, mopeds, motorcycles, etc.) and

physical fitness; fishing equipment; dance supplies; sports services; sportswear; and ground coverings (natural and artificial turf, tartan, etc.).

The Canadian Embassy in Tunisia will assist Canadian companies that wish to take part in the show by renting space on their behalf, accepting their brochures, sending invitations to local contacts, among other activities.

Depending on the number of Canadian participants, it may be possible to consolidate them in a Canadian Pavilion.

For more information, contact Russell Merifield, Counsellor (Commercial Affairs), or Lassaad Bourguiba, Trade Officer, Canadian Embassy, Trade Section, P.O. Box 31, 1002 Tunis-Belvédère, Tunisia, tel.: (011-216-1) 796-577, fax: (011-216-1) 792-371.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>