

## Mexico Means Business

*The following are Mexico trade-related events in which the Department of Foreign Affairs and International Trade (DFAIT) will be participating with a National Stand and/or an Information Booth.*

*Further information on these events is available from the Latin America & Caribbean Trade Division, DFAIT, Ottawa. Fax: (613) 942-8806.*

**Expo Alimentos** (Monterrey) — September 1994 — Focus on food processing, packaging, labelling, bottling.

**Enviro Pro-Mexico** (Mexico City) — September 1994 — New environmental industries trade show.

**National Swine Congress** (Estado de Leon) — October 1994 — Swine industry event.

**Medical Products Solo Show** (Mexico City) — October 1994 — Up to 20 companies expected at Canadian Business Centre.

**Canada Food Month** — (Monterrey) — October 1994 — Canadian foods featured during month-long promotion.

**Constructo 94** (Monterrey) — October 1994 — Major construction event with up to 20 companies participating.

**SPE** (Veracruz) — November 1994 — Oil and gas equipment show.

**MEXIPLAST** — November 1994.

## Caracas Food Show Tempting

**Caracas** — For the second time, the Department of Foreign Affairs and International Trade will sponsor a full-scale product display at the **3rd International Food Exhibition** being held here September 23-27, 1994.

Participation in the event, an international fair for suppliers and manufacturers of food and food service equipment, provides an excellent opportunity for Canadian companies to penetrate this market especially since the Government of Venezuela has reduced import duties and foreign food products are becoming more prominent in this market.

The Commercial Section of the Canadian Embassy in Caracas advises, as well, that items with the most promising prospects in this market include: fresh, frozen or canned processed foods; vegeta-

bles; fruit; meat; fish; seafood; dairy; and confectionary products. Most types of food service equipment also hold promise.

It should be noted that all products are required to have a Canadian content level of 66 2/3 per cent.

For further information on this exhibition — acceptance is on a first come, first serve basis — contact Stéphane Charbonneau, Latin America and Caribbean Trade Division (LGT), Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

Interested parties may also contact David Ramirez, Commercial Officer, Canadian Embassy, Apartado Postal 62-302, Caracas, Venezuela. Tel.: (011-58-2) 951-6166, Fax: (011-58-2) 951-4950.

## Organically Inclined Baltimore Bound

**Baltimore** — Export or export-ready manufacturers of natural Canadian products are invited to exhibit in the Canada Pavilion at **Natural Products Expo (East)**, being held September 9-11, 1994.

This will mark the second year in which the Department of Foreign Affairs and International Trade (DFAIT) will sponsor a national stand at this event which attracts 10,000 retailers, distribu-

tors, brokers and other purchasers of natural and organic foods, beverages, vitamins, personal care and supplementary products.

Organizers say the sale in the United States of natural and organic products exceeds \$10 billion annually, with much of this demand being in the U.S. northeast and mid-Atlantic regions.

For more information on **Natural Products Expo (East)**, contact David Shaw, DFAIT, Ottawa. Tel.: (613) 944-9474. Fax: (613) 944-9119.

To receive a *1993 Natural Products Market Overview* and to obtain export market assistance for your products in the U.S. mid-Atlantic, contact Cynthia Stevenson, Commercial Officer, Washington, DC. Tel.: (202) 682-1755, ext. 7591.

## Much on Menu at Rio Food Show

**Rio de Janeiro** — An **International Food Show (ABRAS'94)** will be held here September 18-21, 1994.

For further information concerning participation, contact Sonia Silva, Commercial Officer, Canadian Consulate General, Sao Paulo, Brazil. Tel.: (011-55-11) 287-2122. Fax: (011-55-11) 251-5057.