

TRADE FAIRS AROUND THE WORLD

CeBIT'96 Attracts Canadian Telecom Companies

Hannover, Germany — More than 60 Canadian companies will exhibit at **CeBIT'96**, the world's largest information technology exhibition, being held here March 14-20.

CeBIT (World Centre for Office, Information and Telecommunications) offers an unparalleled venue for exhibitors, buyers and sellers of the latest in information technology products and services.

Growing Market

The annual event attracts some 6,000 exhibitors from 60 countries, not to mention 7,000 media representatives and, most important, key private-sector and government decision-makers who can influence the purchasing patterns of Europe's information and telecommunications technology (ITC) market.

In 1993, this European market was worth US\$306 billion. In 1995, for Germany alone, the market for computer hardware and software totalled \$56 billion; it is expected to hit \$60 billion this

year — with Canada's share likely to reach \$105 million.

And all signs indicate that this ITC market is growing: Europe's software products market is particularly strong, with a 9 per cent growth projected for 1995 and an 8.4 per cent growth expected in telecommunications technology; in Eastern Europe, the value of hardware shipments increased by nearly 100 per cent in the past few years and the ITC market was expected to double to 20.6 per cent between 1993-95; and the European Commission's decision to open (by 1998) the supply of telephone equipment and services to competitive bidding will see a surge in niche markets that Canadian companies could fill.

Canadian Presence

Canadian companies regularly participate in **CeBIT** and, over the years, have garnered sales in excess of \$100 million. More than 1,200 Canadians visited **CeBIT'95**, during which 40 Canadian companies took booth space at Canada's National Pavilion and 22 compa-

nies exhibited independently.

The same option applies at **CeBIT'96** where participation, says Canada National Pavilion Manager Wes Rathwell, provides companies with a double opportunity.

"The world comes to you, giving you an opportunity you never get anywhere else," says Rathwell, "but you can also get out and work the show."

Further information on **CeBIT'96** is available from Wes Rathwell, North Europe Division, Trade Fairs and Missions, Foreign Affairs and International Trade, Ottawa, Tel.: (613) 995-6435; Fax: (613) 944-1008.

Philippine Construction Fair Builds Business

Manila, Philippines — International state-of-the-art innovations and the latest trends and technologies shaping the global construction marketplace will be exhibited here March 26-29, 1996.

The occasion is the **First Philippine World Building & Construction Exposition (WORLDBEX'96)**. And Canadian companies are invited to participate.

The exposition, being held in conjunction with "Construction Week" in the Philippines, is seen as a major step toward achieving the country's goals of

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Philippine Construction

Poland Agri-food Fair Popular Attraction

Poznan, Poland — Canadian agri-food companies interested in the European food market will find it well worth their while to attend **POLAGRA'96** being held here September 19-24, 1996.

POLAGRA covers all areas of the agri-food industry. It is the largest trade fair in Poland, the third-largest agri-food fair in Europe, and the largest annual European agri-food fair (Anuga and Sial being held every two

years). **POLAGRA** attracts 230,000-270,000 visitors every year and is perceived "as a real trade fair, not just a show, where people come to do concrete business" (quote from a 1995 Canadian exhibitor).

The Polish agri-food sector is growing rapidly, demanding new Western technologies, equipment,

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